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THE NATIONAL NEWSPAPER OF MARKETING

California Agencies Devise Plan to Handle Accounts for Men in Service

'Steward' Agency Would Pay Small Commissions Under Elaborate Contract

LOS ANGELES, Oct. 17—In anticipation of some of its members being called into service, the Southern California Advertising Agencies Assn. has set up a procedure whereby an agency may transfer its accounts to a "steward" agency, which will pay a small commission to the "affected" member while in service, with the account being returned when service is terminated.

The idea was presented yesterday at the group's monthly meeting by Ralph Yambert, Ralph Yambert Organization, chairman of a military facts-finding committee. Following approval of the membership, a contract to cover the procedure is being drawn for submission and approval at a Nov. 16 meeting.

The arrangement is designed to cover both heads of small agencies and account executives who control accounts. The provisions of these arrangements are based on the ex-

perience of similar arrangements entered into by several individuals during World War II.

As set up, accounts would be distributed by the affected member among one or more other SCAAA agencies. The agency man going into military service picks the steward agency, but with the counsel of the board or the committee if so desired.

■ Clients concerned would be advised of the stewardship contract to the degree considered "prudent" by the agencies concerned, realizing that client cooperation would be essential to the success of such an arrangement. Legal counsel for SCAAA will prepare a standard contractual form to be made known to all members.

Under the contract, the steward agency will pay the affected member a fixed percentage of the gross billing of each steward account. The percentage payment is suggested at 2%. However, the exact percentage would be subject to individual agreement of the contracting parties, in relation to
(Continued on Page 61)



BOY AND GIRL—This ad is typical of Oneida Ltd.'s 41 magazine ads this fall, of which 31 are on covers. Fourteen magazines are scheduled, via Batten, Barton, Durstine & Osborn.

FCC Plans Probe of Intercity TV Channel Division

WASHINGTON, Oct. 19—Federal Communications Commission announced today that it is investigating the division of intercity telephone channels by American Telephone & Telegraph Co., and certain Bell System companies.

Noting that NBC and CBS are getting most of the time on scarce facilities, the commission said it wants to know how the division is arranged, and whether "unreasonable preference" is given to any particular customers.

Though the proceeding may eventually lead to rules to assure ABC and DuMont more time on intercity channels, the commission's action does not affect the division of time in operation during this calendar quarter, nor is
(Continued on Page 8)

Color Fracas Brings Lawsuits, Speeches

Small Brewers Find Television Spots Effective

CHICAGO, Oct. 18—The nation's small brewers continue to show increased interest in using television commercials. One brewer at the annual convention of the Small Brewers Assn. here this week summed it up this way: "It's the one sure way the little fellow has of getting into the living room of a prospective customer."

Although most small brewers who use television stick to TV spots, some have branched out with full-scale programs, like Wm. Gretz Brewing Co., Philadelphia, which announced a half-hour TV show over WFIL-TV, Philadelphia (Wed., 8:30-9 p. m., EST), starting Oct. 18, entitled "Famous Jury Trials."

Although television seems to be making the most rapid strides among media used by brewers, other media also experienced gains last year, with approximately two-thirds of the association's 300 members participating in the association's advertising services.

■ At least one brewer—Jacob Schmidt Brewing Co., St. Paul—made a study of the effectiveness of its newspaper advertising in various markets; it found that this advertising was responsible for increasing sales of its City Club beer. As a result, Schmidt decided to switch from b&w to color ads in newspapers in all markets where
(Continued on Page 65)

CBS Moves Militantly Ahead; Others Equally Set in Opposition

NEW YORK, Oct. 20—The color television battle this week was intensified as two manufacturers asked the courts to set aside the Federal Communications Commission's decision approving the CBS system, and both sides, Columbia and color-minded set makers, and Radio-Television Manufacturers Assn., vied for public backing.

Charging that the commission's order authorizing the use of the CBS color system for commercial telecasts as of Nov. 20 is "arbitrary, capricious and contrary to the public interest," Radio Corp. of America and Pilot Radio Corp. filed separate suits for temporary restraining orders. RCA filed in U. S. district court in Chicago and Pilot in U. S. district court in Brooklyn.

In Washington the FCC, which this week has been busy conducting hearings on the use of ultra high frequency channels for television, immediately announced that it will "vigorously oppose" the court actions.

■ The commission's only other comment on the complaints came in the form of a transcript covering an earlier discussion of one of the RCA charges—namely, that the FCC decision favoring CBS color in preference to the system proposed by RCA was based in large measure on the advice of an FCC engineer who has invented a device usable only in the Columbia system.

FCC Chairman Wayne Coy's answer to this charge was quoted in the transcript:

"I want to say on the record that I resent the suggestion very much that the commission is influenced in its determination by the work of a single member of its staff or all of its staff when it comes to making a decision on the record in these proceedings."

The commission ordered National Broadcasting Co. to stop its broadcasts of RCA color television during regular telecasting hours, but granted a 90-day extension for experimental telecasts in Washington and New York. (Story on Page 2.) The FCC also denied NBC's request to charge for color telecasts over WNBT, New York.

■ As ADVERTISING AGE went to press no date had been set for the hearing of the case in either court. It is expected that whoever loses the decision in the lower court will appeal directly to the Supreme Court. Columbia's around-the-clock preparations for the advent of color TV, meanwhile, have not been slowed by the prospects of a legal road block. WCBS-TV, New York, will start experimental color telecasts early next month. The cameras will probably be turned on Arthur Godfrey's morning radio show, although there has been
(Continued on Page 71)

Two Mills Boost Newsprint Price \$10; Others Expected to Follow

Higher Consumption Than Production Rate Called Basic Reason

NEW YORK, Oct. 19—Despite publishers' denunciations of the \$10 a ton price increases on newsprint announced during the week by two Canadian mills—Powell River and Abitibi—which Cranston Williams, general manager of the American Newspaper Publishers Assn., blasted as "precipitate,

excessive, unwarranted and ill-timed," most people in the local paper market, buyers and sellers alike, expect other producers to boost their prices to the new level in the near future.

While newsprint prices vary according to zone, the new hike will bring the contract price in New York to \$110, which is just a little
(Continued on Page 74)

'Buildings' Calls 'Building' Unfair Name; Suit Likely

CEDAR RAPIDS, IA., Oct. 19—Buildings, "the magazine of building management," believes that the change in emphasis by which "Architectural Forum," the magazine of building, has become "Architectural Forum, the magazine of Building," creates confusion with its registered trademark.

In a letter to advertisers and advertising agencies yesterday, the publication said: "Does Architectural Forum's change in name to 'Building' cause confusion with the registered trademark 'Buildings'? We believe it does... Our attorneys tell us that Forum's action is patent infringement and unfair competition. So it looks like a lawsuit will be necessary."

Buildings, which has been published for 44 years, is devoted to the field of building management, whereas the Time Inc. publication deals with construction.

In New York, executives of Architectural Forum, the Magazine of Building, declined comment since they had not seen the letter.

Last Minute News Flashes

Hoffman Bid for Don Lee Topped by Yankee, CBS

LOS ANGELES, Oct. 20—The Hoffman Radio Corp. bid of \$11,200,000 for the Don Lee estate was today topped in the probate court here by the First National Bank of Akron with a bid for \$12,320,000. This represents the required 10% minimum increase after the Hoffman bid was accepted by the public administrator (AA, Oct. 16). After brief recess and an unsuccessful attempt to get further backing, H. L. Hoffman said his bid was \$1,000,000 over net worth and that the other bid indicated "purchasers' need for the property was greater than ours." The bank acted for the General Tire Employees Retirement Plan, which owns the Yankee Network, and for CBS, whose interest is in acquiring Don Lee TV station KTSL. CBS now owns a 49% interest in KTTV with the Los Angeles Times, with a contract to sell back its interest.

Libby to Introduce Frozen Foods in Three Markets

CHICAGO, Oct. 20—Libby, McNeill & Libby will introduce a complete line of frozen foods next week in Chicago, San Francisco and Los Angeles. The company began pilot sales tests of its new frozen foods in Milwaukee in 1947, using newspaper and car card ads. Other Wisconsin cities, plus Washington, Baltimore, Boston and New York, since have been opened, using the same media. J. Walter Thompson Co. has the account.

McLatchie Succeeds Carr as 'Time' Ad Manager

NEW YORK, Oct. 20—John McLatchie, formerly New York manager of Time, has been promoted to advertising manager, succeeding William B. Carr, who resigned to become vice-president and ad director of McCall's (AA, Oct. 16). Mr. McLatchie has been with Time for 13 years.

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U. of Michigan and WWJ-TV to Present Televised Courses

DETROIT, Oct. 18—University courses on the adult level, projected into the home by means of television, is an educator's dream that moved a long step toward reality here as the University of Michigan and Station WWJ-TV announced plans for a unique series of telecasts to start soon.

Dean Hayward Keniston of the College of Literature, Science and Arts declared, "We are entering a new era in adult education and the University of Michigan is in it to stay."

Approving the first effort of the kind, a university committee authorized Everett J. Soop, director of the extension service, to receive enrollment fees, conduct examinations and award "certificates of recognition" to those successfully completing prescribed courses.

A Sunday afternoon hour, time to be determined later, will be devoted to the three-part weekly telecast. No commercial sponsor will be sought.

More than 1,000,000 persons, assembled before an estimated 300,000 television receivers in the WWJ coverage area, will form the potential "class" to which members of the faculty will lecture.

It is contemplated that the first 20 minutes of each hour's telecast will be academic in character. Lectures on history, fine arts, music and the fundamentals of the natural sciences will be illustrated with most of the visual aids employed in regular undergraduate instruction. These include charts, drawings, chalk talks, lantern slides, motion pictures, maps and laboratory table demonstrations.

The second 20-minute segment will reflect, largely, off-campus adult education courses and will be generally classified as "modern living." Less formal than the first part of the program, it will draw

on the resources of the university to stress "how-to-do" techniques calculated to appeal to a wide audience. Subjects suggested range from "How to Buy a Home" to "How to be Happy in Later Years."

The final 20 minutes will show the University of Michigan at work. The TV "classes" will be taken into research laboratories, workshops and rare book vaults from which all but a few accredited students are barred.

At the start, many of the programs will originate from the Detroit studios of WWJ-TV, but later telecasts will originate from the campus in Ann Arbor.

University officials expressed enthusiasm for the opportunity to experiment with new methods and instructional devices adapted to television. Some visualize the possibility of offering complete courses leading to degrees if it is found feasible to modify present residence requirements.

Harry Bannister, general manager of WWJ-TV, characterizes

Agency-Client Relationships

The four-part series on advertiser-agency relationships which has appeared in these pages the past two weeks will be resumed next week, when Clarence Goshorn, president, Benton & Bowles, and R. J. Piggott, advertising manager, Grove Laboratories, will discuss the important subject of merchandising the advertising to the company's sales force and to dealers.

the project as "a serious effort to employ the latest offspring of the mechanical revolution in the field of education," and said it should prove an answer to those who criticize television for its entertainment "lure."

Commerce Department Revises Market Research Book

The first revision in a decade of "Market Research Sources," basic Commerce Department publication in the marketing field, is at the printers, and will be ready for distribution in about a month.

The new edition lists over 1,500 sources of marketing information, and cites approximately 5,000 public and private research projects. When ready, it will sell for \$2.25 from Commerce Field Office or the Superintendent of Documents, Washington 25. Preparation was directed by Stanley I. Kedzierski, chief, marketing research section, under supervision of Nelson Miller, director of the Commerce Department's marketing division.

Upholds Ordinance Against Use of Sound Trucks

Validity of a Miami ordinance prohibiting the use of sound trucks on city streets for advertising purposes has been upheld by the Florida supreme court. The court upheld the arrest of George Nicholas during his campaign for the state legislature on a charge of operating a sound truck.

Mr. Nicholas had challenged the ordinance on the ground that it deprived him of his constitutional right of free speech.

C & D Batteries to Foley

C & D Batteries Inc., Conshohocken, Pa., has appointed the Richard A. Foley Advertising Agency, Philadelphia, as its agency. Trade publications and direct mail will be used.

FCC Rejects Plea for Additional TV Color Tests by NBC

WASHINGTON, Oct. 18—The Federal Communications Commission told NBC today that it must stop broadcasting RCA color television during regular broadcast periods in Washington and New York.

Turning down an application for a year's additional experimental time for RCA color, FCC said broadcasts during commercial periods were permitted only because the information was needed in the color TV hearings.

It said this hearing was concluded with the adoption of CBS color and that further TV experiments, including color research, must be done outside regular transmission periods and must not involve regularly scheduled programs.

The commission said experiments with RCA color could continue in off-hour periods, provided the broadcasts were identified by special experimental call letters, rather than the regular call letters of the stations.

It turned down a request from NBC for permission to accept compensation for programs broadcast in RCA color.

McCann Names Wells, Kreer; H. G. Smith to Resign

Sidney A. Wells, vice-president and creative director in the Chicago office of McCann-Erickson Inc., has been advanced to the position of assistant manager of the agency's Chicago office. He succeeds H. G. Smith, vice-president of the Chicago office, who is resigning Jan. 1, 1951, to open a tourist resort in Florida.

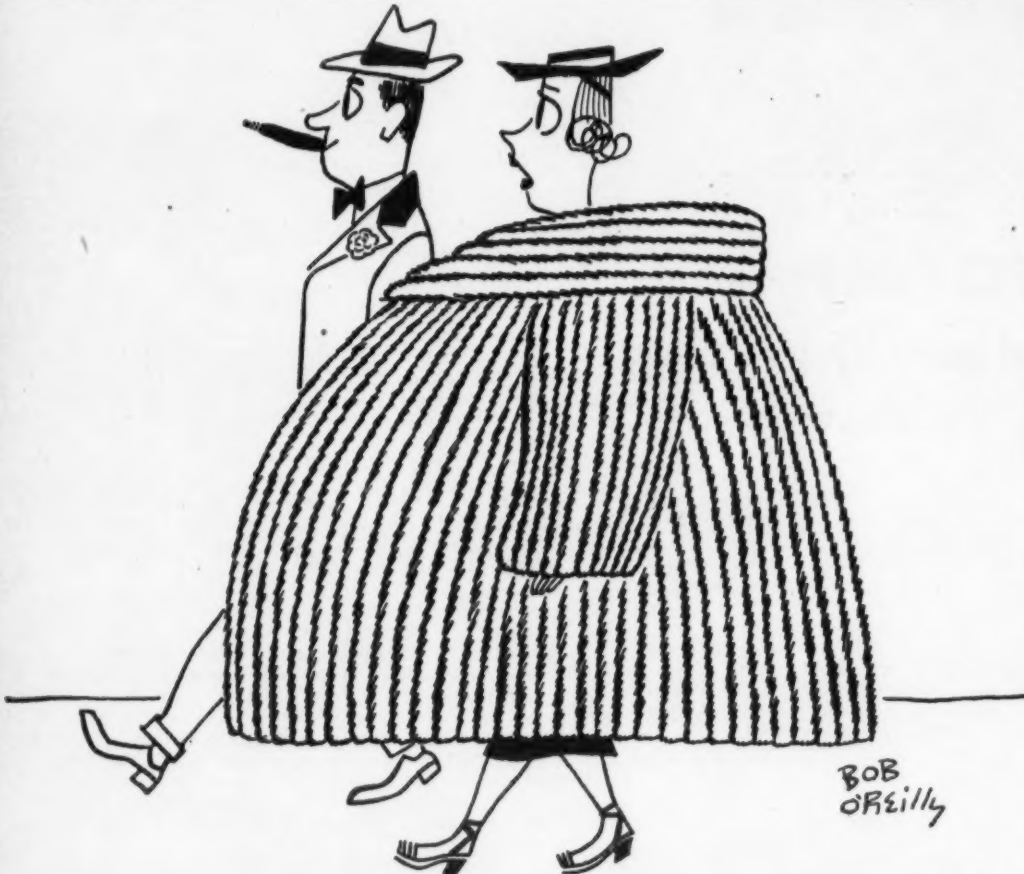
George B. Kreer, an executive on the creative staff of J. Walter Thompson Co., Chicago, will join McCann-Erickson on Jan. 1, 1951, as vice-president in charge of copy and art in the agency's Chicago office.

WKRC-AM Appoints Heilbrun

Herbert M. Heilbrun, formerly a sales engineer of Lackner Sign Co., has been named a sales executive of WKRC-AM, Cincinnati. He succeeds Harvey Cary, who resigned to establish his own advertising agency.

Baker Agency Moves

Baker Advertising Inc., Hartford, Conn., has moved to larger quarters at 37 Lewis St.



"So you're a success... sell all Iowa through the Des Moines Sunday Register. I still feel silly wearing six mink coats"

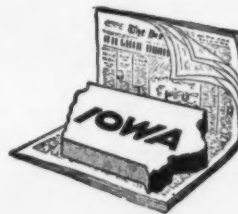
You can't blame him for showing off. That's the way most advertisers feel when they see how much good the Des Moines Sunday Register does for sales in Iowa.

But then, why shouldn't the Des Moines Sunday Register get action? Consider how it covers this statewide market of 2½ million people who spend 5 billion dollars annually.

The day isn't Sunday in over 540,000 Iowa homes without it. That's 75% of all buying families. Domination is complete in 86 of Iowa's 99 counties with family coverage of from 50% to 100% (it's at least 25% in the rest!).

What's more, you get the best of both big segments of this market. Urban Iowa tops San Francisco in spending. Rural Iowa eclipses every other farm market in the world!

A pretty picture, isn't it? You can get in it best through the Des Moines Sunday Register. Milline rate, just \$1.57!



PACKAGES A STATEWIDE URBAN MARKET RANKING AMONG AMERICA'S TOP 20 CITIES

ABC CIRCULATION March 31, 1950:
Daily, 372,051—Sunday, 540,192

THE DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Represented by:

Osborn, Scolaro, Meeker & Scott
New York, Chicago, Detroit, Philadelphia

Variety can spice your ads



SHOWMANSHIP. They're big! They're colorful! They're seen and remembered! Yes, with Outdoor panels you utilize every trick in the theatrical kit to get results from your ads. Let GOA Showmanship go

to work for you now! General Outdoor Advertising Co., 515 S. Loomis St., Chicago 7, Illinois.

★Covers 1400 leading cities and towns



1925 Silver Anniversary Year 1950

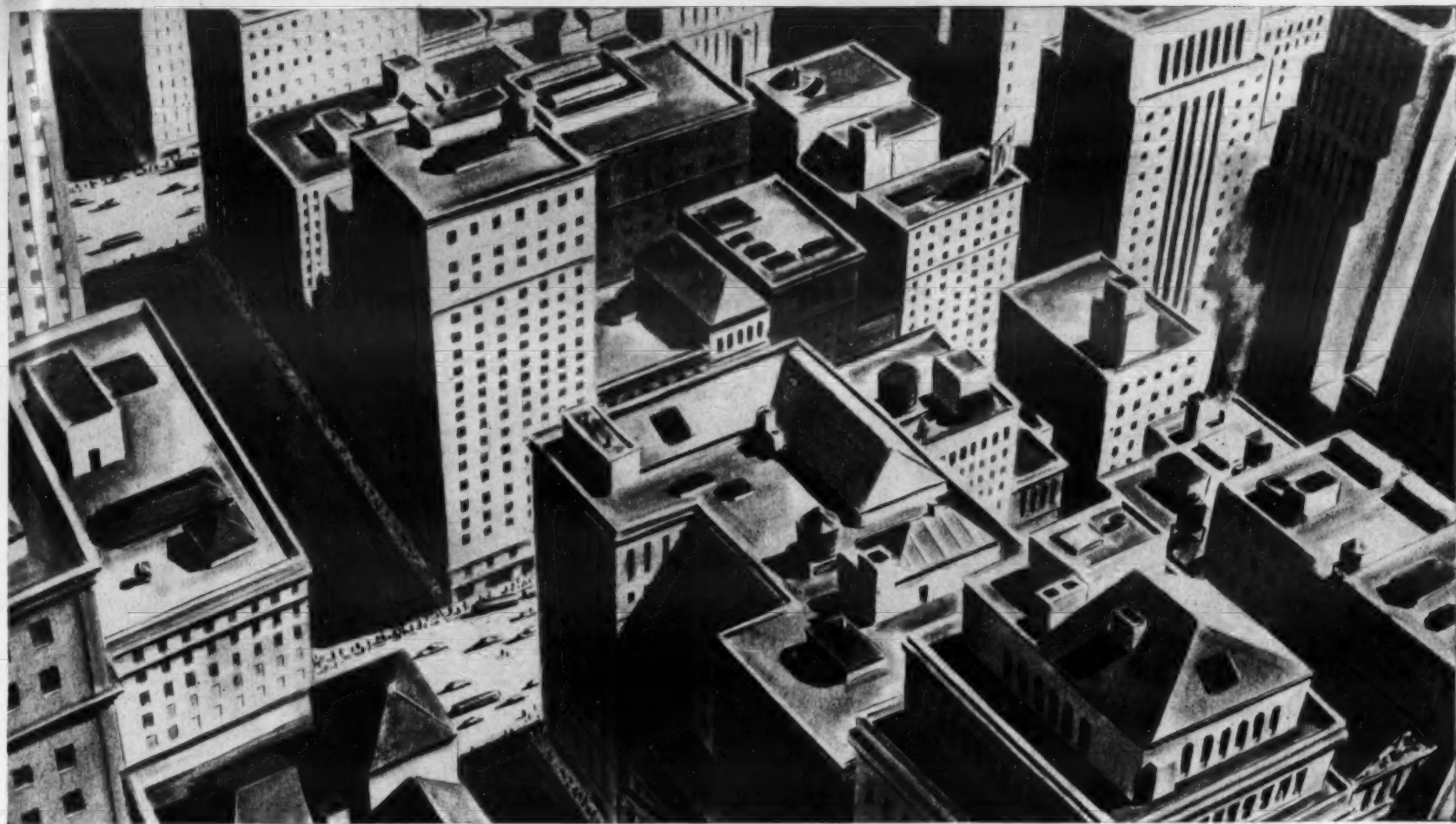
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Where does your product stand in the **MARKETS OF DECISION** ?

There's an intensified trend in merchandising. Retail inventories are being limited to the fastest-moving leaders. Less popular brands are being squeezed off shelves, and "thin-spread" advertising won't put or keep them there.

This is most true in the *Markets of Decision*—the 75 markets of a quarter-million population or more which can make or break a brand. Create strong demand in any sizable part of these areas, and you're "in business."

Although no national magazine dominates all of the markets of decision, one national magazine—The American Weekly—overwhelmingly dominates 43! And 80% of all the retail business in the markets of decision is done in the 43 markets listed on this page.

A taste of the spending power in these 43 Markets of Decision:

In these 43 markets live 38% of America's families—with over half of the taxable payrolls in the U. S. They buy 52% of the nation's clothing . . . 44% of the household products . . . 42% of the drugstore products . . . 44% of all food.

Merchants here do nearly half the retail business—to the tune of 54 billion dollars yearly.

And here's what The American Weekly does:

Not only does The American Weekly deliver an advertising message to more families—all over the country—than any other national magazine, but it overwhelmingly dominates the 43 listed *Markets of Decision* . . . a basic core for any deep-rooted advertising program. It would like to boast of saturation in all of the 75 markets, but even The American Weekly is not that good.

In this one segment of its circulation, however, The American Weekly enters 41% of all homes—4 families out of 10. Compare this with the other 4 leading national magazines.

THE AMERICAN WEEKLY	. . . 41.3%
Life 15.0%
Saturday Evening Post 10.5%
Collier's 6.9%
Look 6.9%

To approach such domination of the 43 listed markets takes Life, Saturday Evening Post, Look, and Collier's combined, at a color page cost of about \$61,000. The American Weekly? \$23,000.

Plus this vital editorial influence:

The American Weekly is distributed through 22 great Sunday newspapers, but its broad editorial approach, built on the twelve basic human interests which appeal to millions, including love, sex, romance, tragedy, science, religion, education, health, mystery,

carry it into the homes of people in cities and towns hundreds of miles away from the ordinary sphere of influence of the newspaper.

For example: through regular editorial features, The American Weekly sells millions of dress patterns yearly—hundreds of thousands of beauty charts, recipes, household guides. Advertising offers get similar response.

One advertiser recently received more than \$300,000 in cash business from a \$24,750 back cover in The American Weekly. Book publishers have received orders totaling sums in the millions.

And at the lowest cost:

The American Weekly delivers an advertising message nationwide—and in full color—to 9,991,220* A.B.C. homes, more than are reached by any national magazine, and at the lowest cost per thousand families. Here are direct comparisons:

	*Latest net paid circulations	Cost per color page per thousand circulation
The American Weekly	9,991,220*	\$2.30
Life	5,305,394	4.48
Saturday Evening Post	4,010,219	3.99
Collier's	3,140,371	3.87
Look	3,110,040	4.06

*This figure is compiled from Publishers' Statements to the A.B.C. for 20 of the 22 Sunday newspapers which distribute The American Weekly. The Publishers' Estimate (111,000) for the New Orleans Item which became a distributing unit March 5, 1950 and the Publishers' Estimate (450,000) for the Atlanta Journal and Constitution which consolidated June 4, 1950, are included in these figures.

THE MARKETS OF DECISION! In these 43 of the 75 markets of decision The American Weekly reaches more families than Life, Saturday Evening Post, Collier's and Look combined.

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|-------------------|---------------------|----------------|
| New York | Portland, Ore. | Miami |
| Chicago | Seattle | Fall River |
| Los Angeles | Providence | New Bedford |
| Philadelphia | New Orleans | Wheeling |
| Detroit | Atlanta | Johnstown |
| Boston | Worcester | Syracuse |
| San Francisco | San Diego | Harrisburg |
| Oakland | Youngstown | Utica-Rome |
| Pittsburgh | Albany | Canton |
| Cleveland | Schenectady-Troy | San Bernardino |
| Washington, D. C. | Bridgeport | San Jose |
| Baltimore | Springfield-Holyoke | Scranton |
| Buffalo | Allentown-Easton | Wilmington |
| Niagara Falls | Bethlehem | Sacramento |
| Milwaukee | Wilkes-Barre | Reading |
| Cincinnati | San Antonio | Flint |

THE AMERICAN WEEKLY

Greatest Circulation in the World

"A Hearst Publication"
MAIN OFFICE: 63 VESEY STREET, NEW YORK 7, N. Y.

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New Merc-O-Matic Transmission Gets Special Promotion

DETROIT, Oct. 20—Ford Motor Co. last night and today ran large-space copy in hundreds of newspapers to announce that the 1951 Mercury will have Ford's new automatic transmission.

This Merc-O-Matic will also be heralded in "formal announcement" ads Oct. 23-24. Mercury ads will appear in 1,650 newspapers in 1,369 cities and towns.

In addition, Lincoln-Mercury Division's introduction of the transmission and '51 models will run in *Collier's*, *Life*, *Look*, *Newsweek*, *Pathfinder*, *The Saturday Evening Post* and *Time*. Color spreads will be used.

It will be emphasized on the

dealer-sponsored "Toast of the Town" TV show, seen in 35 markets. In non-TV markets dealers will use radio spots extensively. The outdoor announcement will appear on 5,000 boards at 1,112 "dealer points."

In addition, the packaged dealer aid materials are called the most comprehensive ever used for Mercury. Kenyon & Eckhardt is the agency.

Starts 'Independent Banker'

Independent Banker, a new trade publication for the nation's 14,000 independently operated financial institutions, has been started in Minneapolis by Roger Lewis, formerly with *Commercial West*, editor and publisher. Initial b&w page rate is \$160; subscription rates have been set at \$6. The first issue is planned for the end of the year. Offices are in the WCCO Bldg., Minneapolis.

19 More Business Papers Raise Rates

CHICAGO, Oct. 20—Nineteen more business publications raised their rates last week. More than 100 of the nation's business papers have by now boosted their rates this year, most of them since July 1.

A check of 92 of these publications shows an average increase of 15.6%. A breakdown shows 27 have raised rates up to 10%, 32 from 10 to 15%, 17 from 15 to 20% and 16 are up more than 20%.

A similar check by AA of 46 magazine rate increases announced in the past four months shows 29 have raised rates up to 10%, eight are 10-15% higher, four are 15-20% higher and five are up more than 20%. The magazine average is 12.5%.

Increases announced this week: *Mill & Factory* increased its basic b&w page rate from \$425 to \$490, effective Oct. 1.

Optical Journal raised its base rate from \$130 to \$150, effective Oct. 1.

Liquor Store & Dispenser raised its base rate from \$555 to \$620, effective Oct. 1.

Jewelers' Circular-Keystone increased its base rate from \$190 to \$220, effective Oct. 1.

American Machinist will increase its base rate from \$390 to \$440, effective Jan. 1, 1951.

Fueloil & Oil Heat will raise its base rate from \$230 to \$260, effective Dec. 1.

Bus Transportation will up its base rate from \$345 to \$375, effective Jan. 1, 1951.

Chemical Engineering will increase its base rate from \$450 to \$505, effective Jan. 1, 1951.

Women's Wear Daily raised its over-all rate about 15%, effective Oct. 15. A 2% cash discount, net ten days, after agency commission of 15% is deducted, will be deductible on the new rate contracts but will not be allowed on current contracts at the old rates.

Daily News Record raised its over-all rate 15%, effective Oct. 15. The same 2% cash discount will apply as on *Women's Wear Daily*.

Factory Management & Maintenance will increase its base rate from \$660 to \$744, effective Jan. 1, 1951.

Fleet Owner will up its base rate from \$290 to \$345, effective Jan. 1, 1951.

Lithographers' Journal will raise its base rate from \$115 to \$130, effective with its January, 1951, issue.

Food Industries will increase its base rate from \$420 to \$470, effective Jan. 1, 1951.

Product Engineering will raise its base rate from \$400 to \$450, effective Jan. 1, 1951.

Chain Store Age will increase its over-all rates about 10% on its Variety Store Combination, Grocery Executives, and Grocery Managers combination editions, effective Jan. 1, 1951.

Progressive Architecture will raise its base rate from \$385 to \$425, effective April 1, 1951. Present advertisers and new advertisers under contract before 1951 will be protected until July 1, 1951.

Food Service News will up its base rate from \$430 to \$510, effective Jan. 1, 1951.

Railway Purchases & Stores increased its base rate from \$160 to \$176, effective Oct. 13.

U. S. NEWS' GUARANTEE REMAINS AT 350,000

NEW YORK, Oct. 19—In reporting that *U. S. News & World Report* will not increase advertising rates (AA, Oct. 16), the publication's circulation guarantee was incorrectly stated. The guarantee remains at 350,000, although circulation is now over 400,000.

Videodex Opens NY Office

Jay & Graham Research, Chicago, publisher of Videodex TV ratings, opened a service bureau at 342 Madison Ave., New York, last week. The office will make data compiled on 3,000,000 IBM cards in the past three years more readily available to eastern clients. Fifty-four companies subscribe to the service.

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

NPB18 PD

NPB25 NN DL PD

WUX MIAMI FLO AUG 30 414 P 1950

LOUIS GOODENOUGH, EDITOR

RETAILING DAILY NYK

MY SUBSCRIPTION TO RETAILING DAILY HAS BEEN RENEWED. HAVE NOT RECEIVED COPIES FOR LAST TWO WEEKS. CANNOT RUN MY BUSINESS.

JIMMY BAXTER - BURDINES INC.

512P.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Note to Mr. Baxter:

Forgive us, Mr. B. We know that being Divisional Merchandise Manager of one of the nation's great stores calls for prompt, daily business news coverage...the kind that *only* RETAILING DAILY can provide. We've hastened to resume delivery of your regular daily copies.

Note to Advertisers:

The above wire is such a perfect reflection of the intense and eager readership generated by RETAILING DAILY among key home furnishings retailers, that we'd just like to call it to your attention... and then let it speak for itself.

Retailing Daily • AMERICA'S NO. 1 HOME FURNISHINGS BUSINESS PAPER, covering:

FURNITURE & BEDDING • CURTAINS & DRAPERIES • FLOOR COVERINGS • CHINA & GLASS • GIFTS & DECORATIVE ACCESSORIES
UPHOLSTERY FABRICS • LAMPS & LIGHTING • HOUSEWARES • MAJOR APPLIANCES • RADIOS, PHONOGRAPHS, RECORDS • TELEVISION

READ...

"Ideas for Kitchen Cabinet Built-ins"

Swing-out bins, oversize utensil storage shelves, stand-up utensil cabinets—these are typical of 16 "blue-printed" ideas you'll find on Pages 55 & 56 of **PRACTICAL BUILDER** for October, 1950. Refer to your copy.



October issue

"PRACTICAL BUILDER"

5 South Wabash Ave., Chicago 3

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Advertising

at the point-of-sale
 that **Sells**
 by

**CHICAGO
 SHOW
 PRINTING COMPANY**

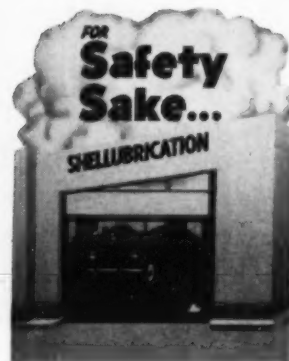
* Want *better* results from your advertising at the point-of-sale? We can build you displays that sell—displays of every kind from a giant outdoor sign to a MYSTIK Self-Stik Label for right on your product. Our business is strictly Advertising at the Point-of-Sale—ideas, design, production, even complete distribution to retail outlets. We can handle your entire program or any part of it. May we talk to you now? No obligation. Chicago Show Printing Company, 2640 North Kildare, Chicago 39; 400 Madison Ave., New York—Offices in Principal Cities.

REPRESENTATIVES: A few choice territories still available. Write for information.

Satin rayon showroom banner,
 36 x 48. A rich, beautiful display
 with a sales point!



MYSTIK gets it up! And here the "Self-Stik" MYSTIK Bottle Holder supports an actual bottle, makes a striking merchandise display.



A striking cardboard display with action! Garage door opens (right), closes (left) to tell a dramatic story.



Lights! Action! This 60" x 32" dimensional cardboard display stops shoppers with an on-and-off flasher light in the lantern and "Merry Christmas."

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Big Fall Drive for Puerto Rico Rum Comes in Peak Sales Period; 'Rumsters' to Bow

NEW YORK, Oct. 18—The Puerto Rico Rum Institute announced last week it will spend \$500,000 on a fall-holiday ad drive aimed at stimulating rum sales during cool and cold weather. The campaign will introduce promotional characters called "Rumsters"—eight

pasteboard, gremlin-like creations which consumers may use to decorate their party drinks.

Full-page color ads will appear in *Esquire*, *Holiday*, *Life* and four other unnamed national magazines, it was said. Newspaper ads featuring the Rumsters will appear week after week in upwards of 30 dailies in major cities.

A 15-minute motion picture film in color, "Let's Make More Money with Rum," will be used to stimulate rum salesmen. The movie tells a story about Puerto Rican rums and outlines the ad and sales promotion campaign. It will be shown without charge by

institute field men in cooperation with display houses in key market areas.

■ Frank Johnson, director of promotion for the institute, said the campaign is based on sales charts which show that Puerto Rican rums, "contrary to popular opinion, are in greatest demand during the fall and winter months."

He said people have been erroneously led to believe that rum is a hot-weather drink.

"Figures from the 17 monopoly states (where spirits and wines are sold by government operated agencies) show conclusively that rum sales in December alone are greater than sales in July and August combined," he said.

McCann-Erickson is the agency.

Now Art Directors System

Curry-Risley, Advertising, New York, has changed the name of its art division from Art Directors Service to Art Directors System. This was done in order to avoid any confusion with the Art Directors Service, 101 Park Ave., New York, a separate company having no connection with Curry-Risley.

Colman Joins Weintraub

Ben Colman, formerly with the eastern sales staff of *Esquire*, has joined the contact staff of William H. Weintraub & Co., New York.

Wilson With 'Seventeen'

Frederic Wilson, formerly associated with De La Mare Publishing Co., has joined the advertising sales staff of *Seventeen*.

Donaldson Asks ICC to Approve Parcel Post Rate Increase

WASHINGTON, Oct. 19—Postmaster General Jesse Donaldson opened a second front in the postage rate war this week, using a little-known law which authorizes the Interstate Commerce Commission to juggle postal charges for parcel post, catalogs and books.

In a letter to ICC Chairman J. Monroe Johnson, the Postmaster General asked a \$105,000,000 rate hike for fourth class matter, asserting that the department faces a \$550,000,000 deficit.

His demand for a \$105,000,000 increase compares with the additional \$45,000,000 sought from these classes in rate legislation forwarded to Congress a year ago. As approved by the House in February, the fourth class increase amounted to \$40,000,000, but the Senate version of the rate bill, still tied in committee, amounts to only \$17,710,000 for fourth class.

■ The department's new request involves increases of from 4¢ to 9¢ on the first pound of parcel post, depending on zone, as compared with an increase of from 3¢ to 7¢, which was asked by the department a year ago. Additional pounds are increased as much as three cents.

Rates for catalogs would be increased 2.5¢ on the first pound for local delivery, and 3¢ for non-local. Extra pounds are increased as much as 5¢. Book rates are increased from 8¢ for the first pound and 4¢ for additional pounds, to 10¢ for the first pound and 5¢ for additional pounds.

In appealing for ICC aid, Mr. Donaldson was following the advice of the House appropriations committee, which threatened to cut off his funds if he continued to sit back and wait for Congress to approve rate increases.

■ The ICC route was used once before. After two years of hearings, ICC approved a parcel post increase in 1932.

On the heels of Mr. Donaldson's request for a rate hike, the commission announced that hearings will be held Nov. 14.

Fourth class mail users were caught off-balance by the surprise move. In Chicago, a spokesman for the National Council on Business Mail said that the council definitely will be represented at the hearings. The fourth class users have contended that the major portion of post office deficits should be paid for by users of second and third class.

"They spend the most where the most is spent"



Copyright 1950,
The New Yorker Magazine, Inc.

"You'll laugh when I tell you what I paid for this."

82% of THE NEW YORKER'S circulation is concentrated in the 41 city-trading areas where most of the retail dollars are spent. And in those 41 richest areas, top stores rate NEW YORKER subscribers among their most profitable customers—a fact proven many times by checking charge accounts. Sales directly traceable to advertisements in THE NEW YORKER also show that NEW YORKER readers are not afraid of price tags. They spend the most where the most is spent.

THE
NEW YORKER
No. 25 WEST 43RD STREET
NEW YORK, 18, N. Y.

SELLS THE PEOPLE
OTHER PEOPLE FOLLOW

PRINTING TYPES and How to Use Them

New Book by Carnegie Press

by Stanley C. Hlasta, Assistant Head, Dept. of Printing Management, Carnegie Institute of Technology. \$7.50

A complete, up-to-date study for:

- Printers
- Advertisers
- Students of Printing
- Publishers
- Editors
- Advertising, Public Relations Executives

Brings together invaluable information, including:

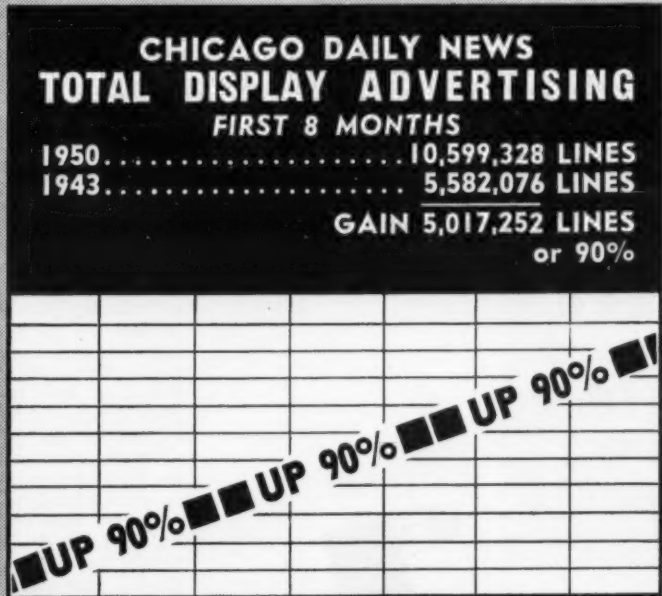
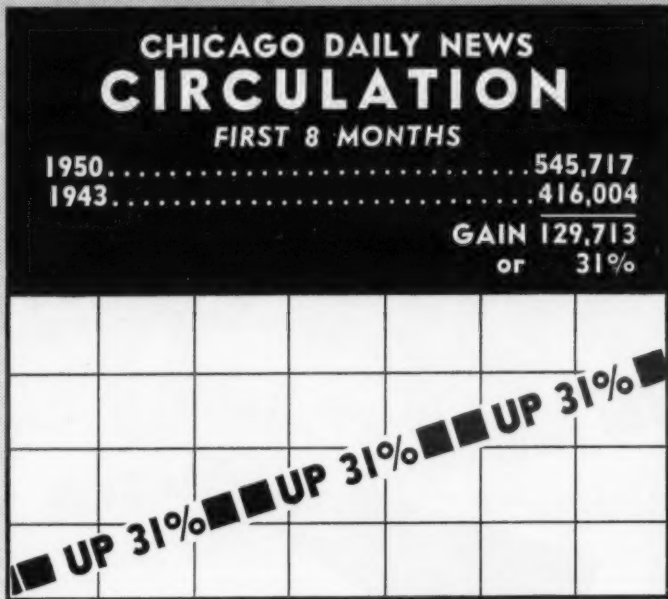
1. Reproductions of alphabets of selected faces.
2. An interesting and useful account of the origin and development of each type face.
3. Explanations of distinguishing characteristics, with illustrations.
4. Listings of types available from foundries and matrix companies.
5. Suggested combinations of faces.
6. Classification of faces.
7. A clear explanation of how and where to use various faces.



CARNEGIE PRESS

Carnegie Institute of Technology
Pittsburgh 13 Pennsylvania

UP...UP...UP



1943

Source: Media Records, Inc.

1950

CHICAGO DAILY NEWS

JOHN S. KNIGHT, *Publisher*
 DAILY NEWS PLAZA, 400 West Madison Street, CHICAGO

- NEW YORK OFFICE: 9 Rockefeller Plaza
- MIAMI OFFICE: Horace E. Loomis & Sons, 1524 N. E. Second Ave.
- DETROIT OFFICE: Free Press Building
- LOS ANGELES OFFICE: Story, Brooks & Finley Inc., 624 Guaranty Bldg.

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Crowell Promotes Sughrue

John J. Sughrue, associate editor of the *American Magazine*, has been appointed assistant to E. P. Seymour, advertising director of Crowell-Collier Publishing Co., New York.

Templeton Joins Ross Roy

Marshal E. Templeton, formerly head of Marshal Templeton Inc., has been named an account executive of Ross Roy Inc., Detroit.

FCC Plans Probe of Intercity TV Channel Division

(Continued from Page 1)
it likely to have any effect on the time split for several quarters to come.

The investigation is the second step taken by the commission in response to protests from DuMont and ABC. Earlier, the commission announced that it is considering a rule which would require stations in one, two and three-station markets to carry programs of more than one network.

The commission called attention to the fact that intercity TV channels are split so that a potential 399 hours weekly on 19 channels breaks down: NBC 160, CBS 114,

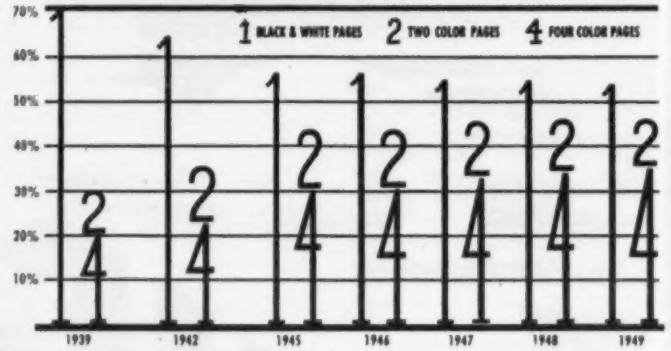
ABC 49, DuMont 36, unassigned, 40.

Earlier, FCC said it was proposing a limit on time available to any one network in "scarce" station markets because NBC has become so strongly entrenched as to threaten the development of competitive networking. FCC found NBC averaged 65% of the network time in scarce station markets, DuMont less than 5%.

FCC said NBC's ability to line up station acceptances is a greater threat to ABC and DuMont than the fight over intercity relays. However, the two issues are closely related, for AT&T's officials contend that the assignment of intercity relays is based on program acceptances which the networks have from stations.

FCC said it was beginning the AT&T investigation without waiting for the phone company to answer the complaint which was filed late last month by DuMont. The commission said its primary concern is the impact of AT&T's

PERCENTAGE OF B & W AND COLOR ADVERTISING IN 56 LEADING MAGAZINES 1939-1949



action on present and future competitive conditions in television. However, FCC refused ABC's request for an "interpretive rule" to force revision of current allocations.

All TV stations and networks were invited to submit statements by Nov. 1.

Colorful Brochure Prepared by MAB to Aid Magazines

NEW YORK, Oct. 19—The Magazine Advertising Bureau this week released a new brochure which hammers hard on the fundamental advantages of magazine advertising.

Titled "The Absolutes of Magazine Advertising," it provides as well some cogent views on the trends in magazine advertising. The ten tenets of magazine advertising listed by MAB include: looks, color, content, flexibility, selectivity, exposure, authority, display, volume and economy.

In describing the various aspects of magazines, MAB notes, for example, that the percentage of color advertising pages in magazines rose to 46% in 1949; that—while book paper cost was climbing 97.3% in 1949 over a 1935-39 base—magazine b&w costs per page per thousand were up 3.6%, four-color only 1.6%; that magazine circulation has increased more, percentage-wise, from 1939 to 1949 than have newspaper circulations, radio homes or passenger car registrations.

MAB repeats that magazines carried \$445,000,000 in advertising in 1949, down slightly from 1948, but "tops any figure on record for any other medium."

Further, MAB says the magazine figure for the first eight months of 1950 is the largest ever recorded for that period.

In compiling comparative figures for magazines, newspapers and network radio, the MAB has again affronted newspapers by weeding out from newspaper totals the 296 advertisers which the Bureau of Advertising, ANPA, considers national and MAB calls "local or narrowly sectional... even though their advertising (\$27,167,389) was carried at the newspaper open line rate."

MAB also rapped newspaper statistical methods, asserting that "newspaper expenditure statistics include many local advertisers, because of technicalities inherent in the collection of newspaper advertising records."

This is precisely the charge leveled by the MAB earlier this year when it asserted that newspaper figures are inflated and that magazines were the top medium in 1949 billings (AA, Aug. 7).

The Bureau of Advertising promptly cracked back (AA, Aug. 14) that its figures were not based on projections, did not contain co-operative advertising, and defended its method of selecting "national advertisers" as fair and having "the virtue of consistency—which MAB's list of local and regional advertisers does not."

Meissner & Culver Appointed

Christy Chemical Corp., Worcester, Mass., maker of Drygas and originator of the Christy carburetor cleaning service, has appointed Meissner & Culver Inc., Boston, as its agency.

A few of America's "blue chip companies" that have proved the advertising power of EBONY

- Ipana
- Chesterfield
- Borden's
- Seagram's
- Pet Milk
- Remington Rand
- Admiral
- Beechnut
- Johnson & Johnson
- Kotex
- Armour
- Pillsbury
- Colgate
- Squibb
- Carnation Milk
- Quaker Oats
- Lucky Strike
- General Foods
- Hunt's Foods
- Best Foods
- Schlitz
- RCA Victor
- Zenith
- Elgin Watch

In five short years, Ebony has become the most widely read Negro publication in the world and stands supreme today as the editorial force of highest standing and stature in the Negro field. Ebony's picture story technique has boosted circulation to more than 350,000 (A.B.C.) each month. Ebony is to the Negro field what Life and Look are among white publications. Starch Readership Survey shows why Ebony is a sales-compelling advertising medium that should be on every national advertising list.

REASON:
EBONY readers have money to spend on nationally advertised products and also have a tenacious loyalty to brand products

Write for free booklet today!



Johnson Publishing Company, Inc.

PUBLISHERS OF EBONY • NEGRO DIGEST • TAN CONFESSIONS
1820 S. MICHIGAN AVE., CHICAGO • 55 W. 42nd ST., NEW YORK • 427 W. 5th ST., LOS ANGELES

PAL

COM SER PA M

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1950 beats 1949!

PARENTS' MAGAZINE carried more pages of advertising this year than last!

PARENTS' MAGAZINE in 1950 carried more pages of advertising and realized greater advertising revenue than in 1949! What is more, circulation production in 1950 also smashed all records, resulting in the new guarantee of 1,250,000 ABC effective with the March 1951 issue.

But this will come as no surprise to advertisers who know their media and their markets. PARENTS' MAGAZINE has long been recognized by parents and advertisers alike as the authoritative guide to all phases of family living and family spending.

Today there are more children and more families with children in the U.S. than ever before in history, thus bringing into ever sharpening focus PARENTS' MAGAZINE's potent contribution to the well-being of this big-buying audience that spends each year, more than all other markets combined.

PARENTS' MAGAZINE gives the advertiser more consumers per copy than any other magazine! Virtually all other magazines have 50% of their circulations in families where there are no children, families where there is less spending. Only PARENTS' MAGAZINE among major magazines reaches virtually 100% families with children.

Remember: MOTHERS buy much more than WOMEN!

Send today for your free copy of new valuable booklet on "The Children's Decade" and new government data on population and family spending.



This seal inspires confidence and increases sales! Send today for data on obtaining this Seal for your product.

52 Vanderbilt Ave., New York 17, N. Y.

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Federal Boiler to Kameny

Federal Boiler Co., Midland Park, N. J., has appointed Seymour Kameny Associates, New York, to handle its advertising. Plans are being prepared for consumer and business paper advertising and direct mail. S. Frederic Auerbach Co., New York, formerly serviced the account.

Tragerman Resigns Ad Post

Morris Tragerman has resigned as principal and art director of Franklin, Bertin & Tragerman Inc. He has not announced his plans as yet.

GF Promotes Willard Brown

Willard P. Brown Jr., formerly assistant to Howard Chapin, director of advertising of General Foods, New York, has been promoted to assistant to Charles G. Mortimer Jr., vice-president in charge of marketing.

Howard Smiley Joins KSMO

Howard J. Smiley, former station manager of KCRA, Sacramento, Cal., has been named manager of KSMO, San Francisco, succeeding George Arnold Jr., who has been called to active service with the Army.

Arrow Combination Sport-Dress Shirt to Bow in January

NEW YORK, Oct. 18—Cluett Peabody & Co. is planning to back its Arrow men's wear line with the biggest six-month campaign yet undertaken in the company's 100-year history. The drive, which gets under way in January, will have a budget of more than \$950,000—the previous high for a half-year push. Young & Rubicam is handling the account.

The ad schedule includes multiple full-page and spread insertions, mainly in full color, in *Collier's*, *Esquire*, *Good Housekeeping*, *Life*, *Quick*, *The Saturday Evening Post* and *Time*. Ads are also planned for the *Scholastic* magazines and 200 college newspapers. TV spots, ranging from four to nine weekly, are scheduled for stations in New York, Chicago, Los Angeles, San Francisco, Detroit, Boston, Cleveland, St. Louis and Philadelphia.

Emphasis will be placed on strong selling copy and displays, featuring such innovations as the new Bi-Way convertible shirt with its Arafold collar, constructed on a new principle which combines sport shirt comfort with dress shirt appearance.

Promotion plans include a newly designed series of store displays with related features for store windows, interiors and counters, plus a promotion kit for retailers which includes sample newspaper ads, mats, radio spots, direct mail broadsides and consumer folders.

One major selling theme for each month is to be featured in the advertising and promotion. In addition, certain large volume items will be played up. The monthly promotions include:

- White shirts for January; white shirts with red neckties for Valentine's Day themes in February; "Easter Parade" for March; "National Arrow Week" and "Outdoor Living" in April; "Arazephyr" ensemble for May; Father's Day and



NEW COLLAR—This ad, introducing the Bi-Way shirt with Arafold collar, is part of a six-month campaign which Cluett, Peabody & Co. begins in January.

"Lightweight Living" for June.

The six-month campaign, which will mark the start of Cluett, Peabody's second century in business, will also include a special centennial display. This will show portrayals of the typical Arrow collar man, one of the best-known figures in advertising in the first quarter of the century. Arrow collars were first advertised nationally in *Harper's Magazine* in 1890, and the Arrow collar man was introduced in 1903.

Opens West-Pacific Agency

John D. Tuttle, formerly with H. J. McGrath & Associates and, prior to that, with Martin & Tuttle, Seattle agencies, has organized West-Pacific Agency Inc., with offices in the Lloyd Bldg., Seattle. Accounts include Fentron Steel Works, Trim-Set Corp., Preferred Casualty Assn. and L. N. Robertson Co. A new radio promotion has been launched for Preferred Casualty, which is sponsoring the Washington state patrol safety program, "Could This Be You?" aired over KVI, Seattle, and eight other stations in Washington and Oregon.

Radio Sales Names Two

Hugh J. Stump has been named radio sales manager, and Lamont L. Thompson, television sales manager, for the San Francisco office of Radio Sales, CBS stations representative. Mr. Stump was formerly an account executive in the sales department of KCBS, San Francisco, and Mr. Thompson formerly handled Radio Sales TV spot business in the local office.

Kellogg Signs Radio Series

Kellogg Co., Battle Creek, Mich., has signed for the 25-minute period from 5:30 to 5:55 p. m., Mondays, Wednesdays and Fridays over the full Mutual Broadcasting System net, beginning Monday, Jan. 1, 1951, to air the "Clyde Beatty" program. The show will be repeated by time zones. Leo Burnett Co., Chicago, handles the account.

MELVIN, NEWELL and RECTOR, Inc.

creators of properly planned publicity
Public Relations
HOLLYWOOD PLAZA HOTEL
HOLLYWOOD 28, CALIF.
Gladstone 1131 Teletype L.A. 710

Detroit Means Business



... and Department Stores in Detroit depend on THE NEWS to deliver it!

Daily contact with customers makes department stores experts on pulling power. In Detroit, department stores leave no doubt as to which newspaper they and their customers prefer. The records show that for the first nine months of this year, Detroit's department stores placed more linage in The Detroit News than in both other Detroit papers combined! Such overwhelming supremacy by one newspaper in a major market is unique.

453,684
highest weekday circulation of any Michigan newspaper

565,659
highest Sunday circulation in Detroit News' history

A.B.C. figures for 6-months period ending March 31, 1950

Detroit department stores' linage for the first 9 months of 1950

NEWS 5,595,967	FREE PRESS 2,331,746	TIMES 3,069,942
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TEST Metropolitan NEW YORK
FOR
PEANUTS

Send or call for the complete bulletin "Metropolitan New York Test Market #1" Study the facts and you will find you can test a typical segment of Metropolitan New York, by testing BAYONNE, for only 9 cents a line... Just peanuts compared with any other media giving the complete, concentrated coverage of

THE BAYONNE TIMES
"Bayonne cannot be sold from the outside"
NATIONALLY REPRESENTED BY
BOGNER & MARTIN
295 Madison Ave., N.Y. • 435 N. Michigan Ave., Chicago



What makes a newspaper great?

"HEY, POP, THE ONE IN THE MIDDLE IS AXEL HANSEN!"



Crops are coming along fine on one of the most unusual farms in the Upper Midwest. Thousands of ringnecked pheasants are strutting through the thickets and rocketing across the fields. And even larger numbers of mallards are quacking noisily in the marshes. Visitors throng to Glendalough Game Farm near Battle Lake, Minnesota, to get a look at the man and the establishment which, in the opinion of many sportsmen, are making one of the large private contributions in the United States to the restoration of upland game birds and migratory waterfowl, through hatching, raising and releasing thousands of pheasants and ducks each year.

The man in the middle of this fascinating 1,200 acre wildlife farm is Axel Hansen, Agricultural Director of the Minneapolis Star and Tribune, who superintends the Glendalough project operated by these newspapers. In fact, Hansen has been the man in the middle of so many Upper Midwest farm projects that farmers have a hard time keeping track of his varied interests and enormous achievements.

Turkey raisers regard with awe his Glendalough flocks of giant gobblers hatched from the farm's own incubator eggs.

Cattlemen know Hansen as one of the best livestock judges in the nation, and superintendent of cattle at the great Minnesota State Fair.

Farmers know him as an agriculture expert who drives more than 40,000 miles a year attending farm meetings and addressing conferences... as a director of many farm organizations... as a correspondent who answers multitudes of letters from farmers on

farm problems, and still finds time to operate his own 400 acre farm in Northern Minnesota.

Minneapolis Sunday Tribune readers know him as writer of one of the most useful farm columns in American newspapers, who not only reports, but also *makes* farm news in his busy circuits of the Upper Midwest.

Like many of the friendly experts who staff these newspapers, Axel Hansen regularly shares his experience and knowledge with his readers — just one of the helpful services which make and keep the Minneapolis Star and Tribune the best-read, best-liked, most respected newspapers in the Upper Midwest.

**Minneapolis
Star and Tribune**
EVENING MORNING & SUNDAY
610,000 SUNDAY • 480,000 DAILY
JOHN COWLES, President

OCT 23 5 0 XUM

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING
Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1334), 11 E. 47th St., New York (MU 9-0073), National Press Bldg., Washington 4, D. C. (Re 7659). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, vice-presidents. C. B. GROOMES, treasurer.

Member Audit Bureau of Circulations, Associated Business Publications, National Association of Magazine Publishers, Advertising Federation of America.

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Los Angeles (14): Simpson-Reilly Ltd., 1709 W. Eighth St., Walter S. Reilly, Pacific Coast Manager.
San Francisco (3): Simpson-Reilly Ltd., 703 Market St., Wm. Blair Smith, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Frank W. Miles, circulation director.

Color TV or Colorful Language Only?

The color television situation has reached the point where even the most staunch advocates of continued black and white are seeing red and talking purple words. There is every indication that it will stay in that stage for some time to come.

What is actually likely to happen, as far as the common, garden variety of TV viewer is concerned, and what effect is the rumpus likely to have on the TV advertiser?

As far as can be determined at the moment, there are likely to be a number of effects of the color TV decision issued by the Federal Communications Commission:

1. The public, including advertisers, will be confused and disturbed, for a limited period of time. Set sales will probably drop off until the situation stabilizes.

2. Adapters for b&w sets already in the hands of the public, as well as a limited number of b&w sets with adapters included, are sure to appear before too long. But our guess is that they will appear in extremely limited quantities, and that they will make a good deal more news in newspaper columns than they will in dealers' stores.

3. Under the best possible conditions—that is, on the wholly visionary assumption that everyone in the industry will turn to CBS color with vim and vigor—it will be at least a year before there is any appreciable number of color receivers in the public's hands, or any appreciable number of color telecasts on the airwaves.

And, if our suspicions as to the demands which the military are likely to make on radio and electronics producers during 1951 are even near the truth, this "best possible picture" may turn out to be fantastically over-optimistic.

4. Black and white telecasting—and receiving—will go on as is, for an appreciable length of time.

In other, and more specific words, it seems that the industry has been faced with a whole new set of tremendous problems, but the TV advertiser who is smart will continue on his way without too much concern about what the future will hold. He will have to keep abreast of color developments, of course, but he is in no immediate danger of losing any of his present audience. Those who have sets will continue to use them pretty much as they have in the past, until the situation is a great deal clearer than it is now. At worst, the rate of audience growth may be slowed up temporarily, but only temporarily.

One other thought: It is unpleasant, especially for the networks and manufacturers, to be faced with this host of new problems at this time. But in the long run, the problem of color must obviously be faced and met. Therefore, we still believe that the sooner it is met, the better. And certainly the FCC's action has brought the matter to a head; it will have to be resolved, and fairly quickly.

Is Advertising Too Powerful?

The sensational rise of Dudley LeBlanc's Hadacol, as the Louisiana state senator related it to the Dallas Advertising League the other day (AA, Oct. 16), frightens us more than it pleases us.

Certainly Hadacol is the current example of the power of advertising and showmanship to sell merchandise, but we have a suspicion that for this very reason the Hadacol success story is going to make a large number of responsible citizens think less kindly of advertising than they previously thought.

There is too much of the flamboyant, too much of the "medicine man" pitch, too much emphasis on the advertising and the showmanship, and too little on the merits of the product.

There is, in short, at least a suspicion that advertising and showmanship are doing too good a job in this particular case. Not too good a job for Sen. LeBlanc, of course, but too good a job for the over-all welfare of advertising.



—Lichty, Chicago Sun-Times

"It's no mere coincidence, Sneedby, that as manpower gets scarce the 'drop dead' notes increase..."

What They're Saying

Church and Business

I believe it is the duty of business men—and a duty they owe both to the church and to business—to take a more active part in church affairs...

To the church first, because business owes an enduring debt to the church for the climate of honesty and fair dealing, and individual freedom, in which we in America do business; and second, because we want the church to be sound and practical in its approach to economic matters which properly concern a body of Christians.

Church leaders are naturally idealistic, and sympathetic with the unfortunate. They are understandably attracted to any system that promises a better break for the common man. They are also accustomed to dealing with men who have a regard for the truth, and hence tend to be easily misled by the "ready promisers" and the plausible proponents of such panaceas as socialism or the gentler forms (if any such there are) of communism.

At first blush such schemes appear attractive to many. They were attractive, indeed, to the early Christians until it was found that such systems simply do not work. Equal sharing sounds good until the loafers begin to take advantage of the hard-working and we face the age-long fact that rewards fairly proportioned to effort and ability are necessary to insure hard work and high productivity by free men.

Unless the practical-minded men of business take the time and trouble to point out the facts of history, and the serious flaws in these widely touted old-world systems that have failed so miserably in practice, church leaders are likely to be swung to the left.

—Robert Wilson, chairman of the board, Standard Oil Co. (Ind.), to board of directors of National Assn. of Manufacturers. Quoted from the September, 1950, issue of "Trends."

Experiment in Citizenship

In the fall of 1949 Joseph E. Seagram & Sons Inc. attempted

an experiment in citizenship. A program entitled "Government and Participation" was commenced with the express purpose of interesting company personnel in the responsibilities of voting and political participation. The program was, of course, non-partisan; its endeavor through lectures, debates and publications was to emphasize the powerful necessity of popular alertness in political matters and government.

We live in a world of chronic crisis. The past 35 years have made it evident that no system of values, however remarkable, can expect to survive without strenuous efforts of defense. Energies of terrifying change have demolished the foundations of some of the planet's proudest nations. In America there is still social peace, still prosperity, and the individual may with assurance set high ambitions for himself. But all that is unique and precious in America needs protection. That protection can only come from the widest support of the voting population committed to maintaining the liberties which have characterized our history.

The "Government and Participation" program included as introductory material the five essays compiled in this pamphlet. They represent a brief but comprehensive survey of the distinguishing traits of American political life. As such they are offered to any industry possibly interested in launching its own education program and to schools and civic groups wishing to reassess the astonishing heritage of our nation.

—Foreword to "Government and Participation, A Primer of American Politics," a booklet published by Joseph E. Seagram & Sons, Louisville.

Essential Ingredient

When asked why it was that when the San Quentin prisoner debating team was pitted against those of colleges the prisoners always won, Warden Clinton T. Duffy replied, "They have more time for research."

—"The Reflector," research report of National Newspaper Promotion Assn.

Rough Proofs

Fred Allen says it's a lot easier to ad lib on the radio than to memorize your lines for TV, especially if the cue has to come from a puppet.

Gov. Tom Dewey has announced that he will not run for President again, but Joe Louis is already talking about another fight with Ezzard Charles.

Even good publicity has its limitations. After beating Notre Dame, the Purdue eleven discovered that Miami of Florida hadn't read their clippings.

Prospective purchasers of TV sets admit that they're now just about as confused as prospective purchasers of TV and radio stocks seem to be.

Incompatibility is considered sufficient grounds for divorce in some states, and it may be the principal defense the set manufacturers have for not going along with the FCC on color television.

Gladys the beautiful receptionist says she sees Senator Kefauver's committee finds the rackets are getting control of legitimate businesses, and she thinks it's nice they're trying to reform.

The Classics Club is offering volumes of Plato and Aristotle to new members, and the latter won't even have to prove they're going to read the books.

Few of the car builders quote a price in their magazine ads, and the copy is so good it's hard to tell the difference between a Chevrolet and a Cadillac.

"Billy Rose," says Thomas A. Edison Inc., "is one of the busiest men in the world."

He writes a column just to take his mind off his business.

Ken Solomon, formerly corset news editor of *Women's Wear Daily*, has been made sales promotion manager of Bien Jolie Inc., New York corset manufacturer.

Now he has everything under control.

Advertisers continue to insist in their public pronouncements that they regard the agencies as their working partners, and of course they can't be blamed for putting the emphasis on "working."

"Write, giving full particulars, past experience and salary desired," says the classified advertiser.

Desired or expected?

"What do people in Pittsburgh do on Sunday?" asks the ad.

With the newspaper mailers' strike on, chances are they just stood in bed.

COPY CUB



**USUAL GUIDES MISGUIDE WHEN YOU'RE BUYING SPACE
IN AMERICA'S 3rd MARKET!**

Here's how official figures confuse—in Philadelphia! Total sales figures for the Borough of Millbourne in Delaware County, Pa. . . . estimated at \$15 million! Population . . . only 250 families! What the statistics *don't* show are: a huge department store, a super market, and several successful businesses . . . all down the street from these modest homes!

Most confusing "guide" of all is the official boundary line for Philadelphia, itself. 1950 census proves what The Inquirer has said for years. The

vital, growing half of America's Third Market is *outside* the city limits.

New census figures show a sensational growth in the 13-county area adjacent to the city proper . . . 22.7% more people as compared with a 6.5% increase for Philadelphia city.

That's why you need The Inquirer. Intense city coverage—plus—circulation that penetrates well into the surrounding suburbs and towns, of this \$4,000,000,000 market.

**NOW IN ITS 17th
CONSECUTIVE YEAR OF TOTAL
ADVERTISING LEADERSHIP
IN PHILADELPHIA!**



The Philadelphia Inquirer

Philadelphia Prefers The Inquirer

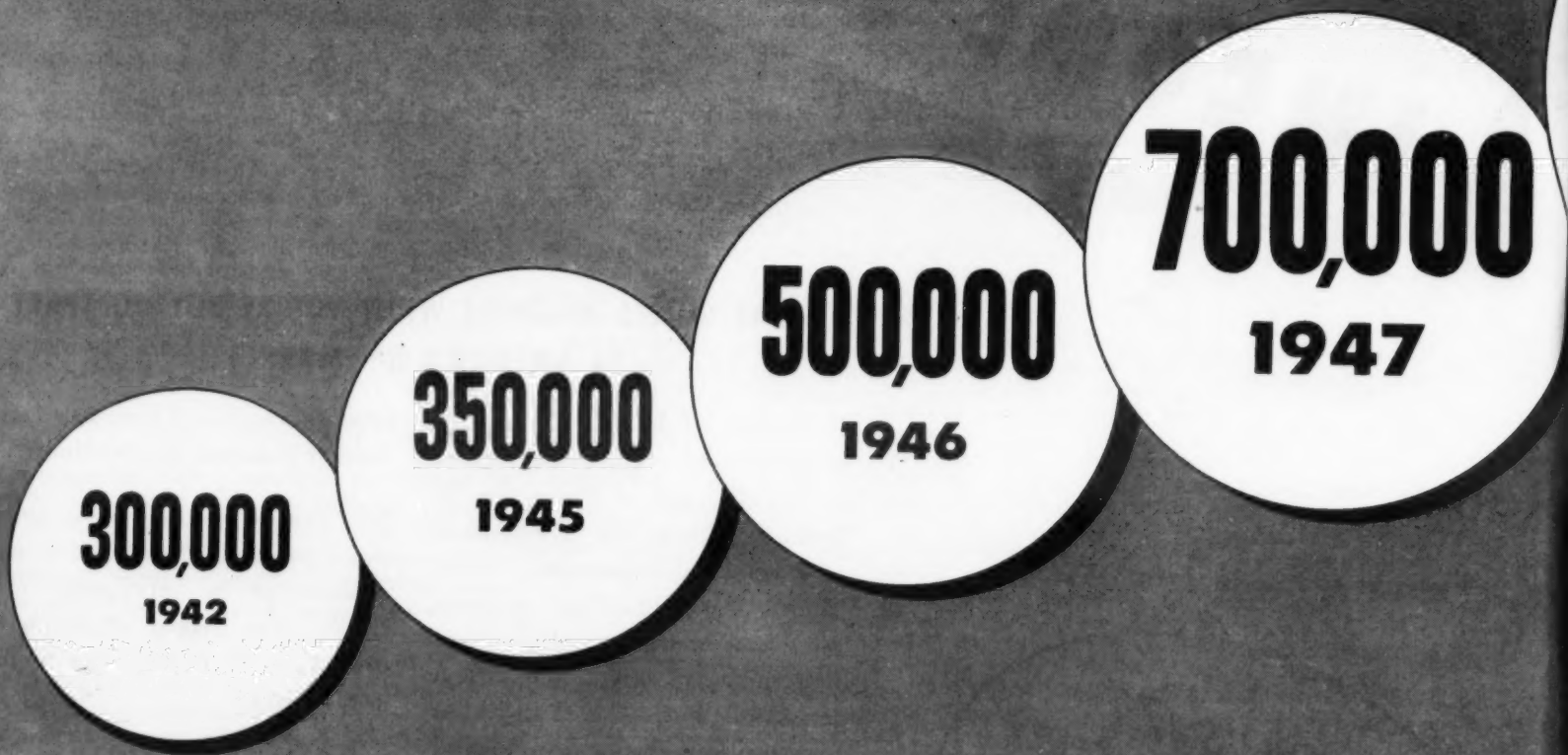
Exclusive Advertising Representatives: ROBERT R. BECK, Empire State Bldg., N.Y.C., Longacre 5-5232; EDWARD J. LYNCH, 20 N. Wacker Drive, Chicago, Andover 3-6270; GEORGE S. DIX, Penobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: FITZPATRICK & CHAMBERLIN, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0578

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XUM

**SPORTS
AFIELD**

Announcing...

A new all-time
guaranteed circulation high
in the sportsman's field



SPORTS

750,000
1949

800,000
1951

We are pleased to announce that, effective with the January 1951 issue, SPORTS AFIELD will increase its circulation guarantee to 800,000, thus continuing to provide advertisers with the largest guaranteed circulation in the sportsman's field.

Since assuming circulation leadership in 1942 with an ABC guarantee of 300,000, SPORTS AFIELD has consistently maintained this leadership in its field and has

provided advertisers with a progressively broader coverage of the sportsman's market.

In spite of constantly increasing costs experienced in every department of our business, we are pleased to point out that our advertising rates basically (cost per black and white page per thousand guaranteed circulation) still are no higher than they were in the prewar year of 1940.

AFIELD

WORLD'S LARGEST SPORTSMAN'S MAGAZINE

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XUM



This is
the Account Executive who
strengthened his hold on the Agency's
best account. He introduced his
client to the 1,000,000* MEN who
read and own The Elks Magazine.

*Dec. 1949 ABC statement—
928,010 circulation—a substantial
bonus over guaranteed 850,000
on which current rates are based.

YOU'LL SELL IT...
IF YOU TELL IT IN

MAGAZINE

New York • Chicago • Detroit
Los Angeles • Seattle

Ballantine, Texaco TV Commercials Get Best-Liked Scores

NEW YORK, Oct. 17—Telev viewers in this area found Ballantine and Texaco commercials the best-liked during September, Advertest Research reports.

Rated in order of liking: Ballantine, 24.7%; Texaco, 24.5%; Lincoln-Mercury, 22.6%; Lucky Strike, 13.1%, and Ford, 12.7%.

Least liked were: Philip Morris, 11.6%; food slicer, 5.7%; magic towels, 4.4%, and Pall Mall, 3.7%.

Many respondents—12.6% of the 756 persons interviewed—characterized Lincoln-Mercury commercials as the "most convincing." Most of the people queried preferred commercials showing the product in use. Strongest adverse reaction was prompted by sales messages featuring famous persons endorsing the product.

Plans 1951 Trade Fair

Officials of the First U. S. International Trade Fair, held in Chicago Aug. 7-20, are now formulating plans for the 1951 fair to be held in Chicago. The date of next year's fair has been set for Sept. 8 to 23.

Morris Opens Agency

Harry W. Morris, formerly with Bill Vernor Advertising, San Francisco, has opened his own advertising agency in the Pacific Bldg., San Francisco.

Joins Sawyer-Ferguson

Richard Smiley, formerly with Foster & Kleiser, has joined Sawyer-Ferguson-Walker Co., newspaper representative, in San Francisco.

Getting Personal

Unofficial solver of the what-to-give-at-Christmas problem for Chicago admen is **Jack Flavin**, former acct. exec. at Ruthrauff & Ryan. When his eyes failed a few years ago, he set up shop as a one-man magazine subscription agency at his home, 8240 S. Prairie Ave., and last year placed several thousand magazine gift subscriptions for local admen. His phone number is TR 4-8980...

Tait a tait troubles have been giving chuckles to **James Tait**, eastern regional sales manager of Allen B. DuMont Laboratories. Seems he's been getting all sorts of misdirected good luck notes because of a recent AA story reporting that another **James Tait**, formerly with Dumor Co. of Racine, Wis., is a new account executive for Klau-Van Pietersom-Dunlap Associates, Milwaukee...

Larry Sizer, ad manager of Marshall Field & Co., was given a luncheon a couple of weeks ago to celebrate his tenth anniversary as head of the big store's advertising... **Ted Cott**, general manager of WNBC and chairman of the consultant committee of the French Broadcasting System, has been granted the Legion of Honor by the French government, for his "contribution to the friendly relations which exist between France and the U. S. . . through the medium of international radio."



ALL SMILES—Fred A. Morrissey (left) receives the Hayward M. Anderson Memorial Trophy from J. H. S. Ellis, president of the Kudner Agency, New York, for winning the fall Kudner Kalkutta golf tourney at the Ridgewood Country Club in New Jersey.

Those Ben East movies which *Outdoor Life* has been showing to selected groups of advertisers, agency men, sportsmen and others are making a big hit. And **Walter Davidson**, western ad mgr. of *Outdoor Life*, and **John A. Bacon**, western mgr. of Popular Science Publishing Co., who have been emceeing the midwestern showings, insist they enjoy seeing the movies over and over again...

The daughter born to **William Deeks** (on the ad sales staff of the *Journal*, Portland, Ore.) and his wife, Helen, not long ago, was the first girl in the Deeks family for two generations... **Johnny Too-good**, general ad manager of the *Sun*, Vancouver, B. C., for the past 13 years, was among those honored recently for more than ten years' service on the newspaper...

For the second year **William E. Berchtold**, executive v. p. of Foote, Cone & Belding, has accepted the chairmanship of the business men's committee for the finance campaign of the Greater New York Councils, Boy Scouts of America... **Ray C. McLarty**, v. p. of Curtis Circulation Co., Philadelphia, is celebrating his 35th anniversary with the company... **Graham Patterson**, publisher of *Pathfinder* and *Farm Journal*, is on the committee of judges for the 1950 awards committee of the American Public Relations Assn...

"Look Applauds" (Oct. 24 issue) **Bea Adams**, Gardner Advertising Co.'s executive v. p., for winning the Advertising Woman of the Year title, and **Col. Pierrepont B. Noyes**, who, at 80, retired not long ago as president of Oneida Ltd. . .

Phillip X. Daniels, manager of the Denver district of the replacement tire sales, B. F. Goodrich, is the first Denver business man to have been elected president of the Colorado State Chamber of Commerce... **John F. Manning**, account executive at Chambers & Wiswell, has taken the chairmanship of Division M, advertising and allied arts, for the Salvation Army drive in Boston. And **Charles F. Hutchinson**, a C&W vice-president, is serving as vice-chairman...

A collection of photographs on American themes, indoor and outdoor scenes, enlarged to mural size, were used as the background for the new Bonnie Cashin Americana dress collection in New York. They are the work of **Willard B. Golovin**, head of the New York agency that bears his name...

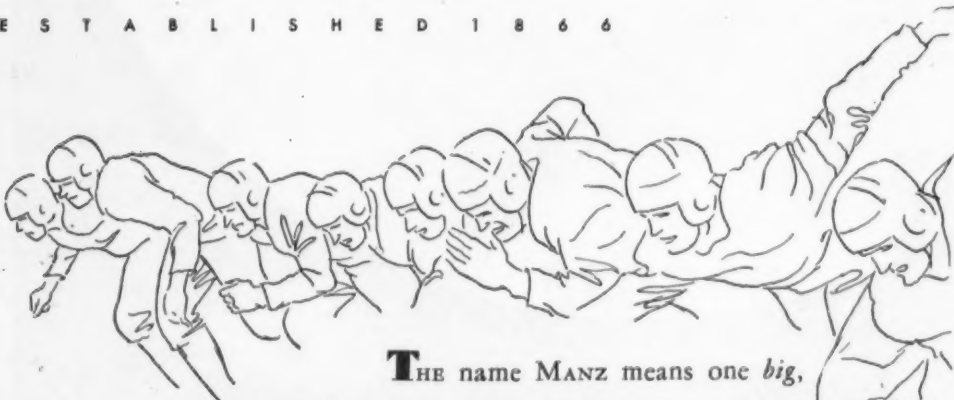
At a party celebrating his 80th birthday, **Julius Davidson**, publisher of the *News-Journal*, Daytona Beach, Fla., received notice that the News-Journal Corp. has been selected as this year's winner of the American Legion's statewide outstanding employer award for an "outstanding record in the employment and training of disabled veterans."

Also cited for his aid is **George E. Frazer**, president of National Transitads, Chicago, who received a bronze plaque from the Disabled American Veterans for the contribution of more than \$100,000 worth of bus, street car and subway cards in 35 cities, urging employment of handicapped veterans...

Samuel H. Seidman is celebrating the 20th anniversary of Park Distributing Co., house-to-house distribution concern in Philadelphia... **Wheeler McMillen**, editor-in-chief of *Farm Journal* and *Pathfinder*, sailed for Milan Sept. 13 to address the International Congress of Industrial Chemistry...

George N. Merritt has given up Boston in favor of California. A veteran of service with Callaway Associates, BBDO and other agencies in Boston, he has retired from Goulston Co. to relax in Santa Monica...

E S T A B L I S H E D 1 8 6 6



THE NAME MANZ means one big, efficient team, ready to score for you on any printing or engraving problem you might have. With 120 printing beds, there is sure to be a size to economically fit every job!

We are as close to you as your phone. If you are not one of the many MANZ satisfied friends, call and one of our representatives will gladly drop in and acquaint you more thoroughly with the advantages MANZ has to offer.

From the creative departments to the finished printed product, this big team has been a leader in its field for 84 years!



OFFICES • CHICAGO • DETROIT • NEW YORK



COMPANION CIRCULATION GAIN INTERESTS ADVERTISING MANAGER...

E. C. Harrington of Du Pont notes impressive increase!

Jack Heffernari, COMPANION representative, has arresting evidence of how editorial vitality is paying off. And his story has captured the attention of E. C. Harrington, Advertising Manager of the Rayon Department of the DuPont Company.

Here it is: COMPANION in the first half of 1950 increased its net paid circulation by 88,192 over the same period in 1949. And of this, 50,000—or more than half—was newsstand gain!

The reason for this continuing success is clear. More than

ever, the COMPANION editorial policy is meeting the basic interests of American women.

Throughout the nation, advertisers are learning that in the women's service field the COMPANION is the magazine to watch!

Woman's Home **COMPANION**
 AVERAGE CIRCULATION: MORE THAN 4,000,000

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XUM

New Exterior Light Fixtures Increase Sales

Long Co.'s 'Post-Lites' Boost Traffic in Many Types of Retail Outlets

CHICAGO, Oct. 18—Three years ago, on the driveway of a dark service station southwest of Chicago, a new idea for merchandising businesses by means of exterior lighting was born.

The idea not only saved the service station from imminent bankruptcy; it helped turn the station into one of the most profitable establishments of its size in the Chicago area and helped pay for the construction of an impressive new tourist court, which is run by the station operator.

The device was W. H. Long Co.'s Post-Lite, a fluorescent lighting fixture with from two to twelve fluorescent tubes inside a frosted globe 4' long.

In the past three years, the company has developed about 40 models of the fixtures for drive-in restaurants, food stores, Laundromats, used car lots, service station driveways, drug stores, drive-in theaters and a variety of other retail businesses.

To date, about 20,000 Post-Lites have been installed. Entire business districts of several midwestern towns have been lighted with the fixtures, and streets in such far-away spots as Bangkok, Siam, and South Africa now are illuminated with radiant lighting provided by Post-Lites.

William H. Long, colorful head of the W. H. Long Co., is no Johnny-come-lately to the lighting business. Born and reared in New York, he started in the business of selling incandescent lamps for interior store illumination at a time when stores still were lighted by gas.

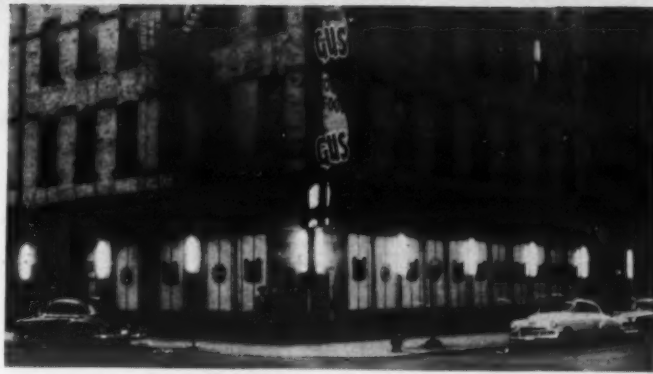
"We had a real sales problem in those days," he recalls. "Merchants were more than a little reluctant to put in incandescent fixtures, primarily because the gas jets helped heat their stores in cold

weather."

But he found that business men eventually began to recognize the role that adequate store illumination played in helping to increase sales. And he decided to get into the business of manufacturing lighting fixtures for this purpose.

When interior fluorescent lighting began to gain acceptance, Mr. Long concentrated on the manufacture of store fixtures which would throw a flood of light over counters, shelves and floor displays. His engineers worked on special installations, in supermarkets and drug stores, which were designed specifically to boost sales of the merchandise on display.

In 1947, he turned his attention to the development of exterior fluorescent fixtures which would add a touch of showmanship and glamour to retail outlets and at-



POST-LITE 'LITEVERTISING'—A typical installation of W. H. Long Co.'s Post-Lites, which provide exterior illumination for stores and shops, is shown in this unretouched photo of a restaurant on Chicago's near north side. The lights may be mounted on wall brackets or on an apron base.

tract more customers.

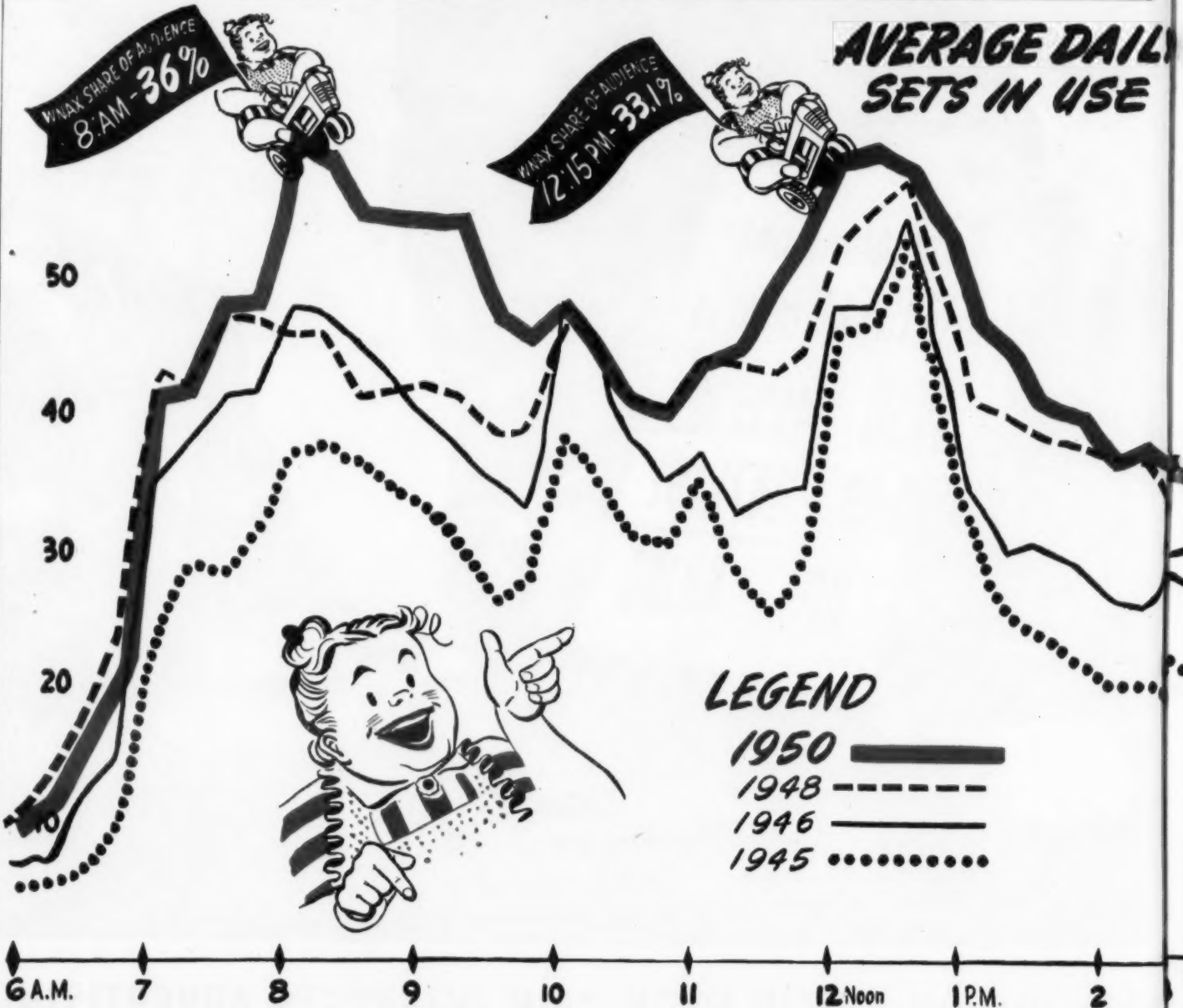
Encouraged by the success of service station installations, Long Co. engineers designed Post-Lites

suitable for automobile agencies, used car lots, highway businesses and city stores of all types.

Retailers accepted the Post-Lite idea enthusiastically and installations of the fixtures on car lots and retail shops now account for a major portion of the company's business.

Sales began to climb—so fast, in fact, that in the second year of manufacturing Post-Lites, the company twice had to move its manufacturing facilities to larger quarters.

The Long company, through its agency, Paul Grant Advertising, prepared brochures illustrating its contention that the lights provide up to three times more light per watt than comparable incandescent fixtures. Since Post-Lites are installed at the "level of use," the copy said, the fixtures will provide



2-MARKET COVERAGE

AT 1 LOW COST!

Lowest Milline Rate of Any Armed Forces Publications

Army Times & Air Force Times

Serving the Eager Millions!

DOMESTIC (U.S.) EDITIONS
EUROPEAN EDITIONS
PACIFIC EDITIONS

Write for Free 34-page Market Book

ADVERTISING OFFICES:

NEW YORK—41 E. 42nd St.—MU 7-5552
CHICAGO—203 N. Wabash Avenue
WASHINGTON, D. C.—1115 18th St. N.W.
PHILADELPHIA—R. W. McCurney Co.
PACIFIC COAST—Geo. T. Closs, Inc.

DIARY STUDY REAFFIRMS

During the week of March 13, 1950, Audience Surveys, Inc., conducted a listener diary study in 80 counties in Minnesota, the Dakotas, Nebraska and Iowa. Chosen from the 267 BMB counties you know as Big Aggie Land, these same 80 counties were used by Audience Surveys to conduct similar studies during the same week in 1945, 1946 and 1948.

In Big Aggie Land, immune from the inroads of television, radio audience has been steadily increasing over the past five years, as shown on the above chart. Note: in March, 1945, the war was at a crucial point, making for highest radio listenership — in March, 1950, Korea had not yet exploded.

Total audience has grown, so has WNAX influence. Despite a marked increase in new stations, WNAX ratings continue to shoot skyward. Although 52 stations received mention in the 1950 study as opposed to 43 in 1948 (fewer still in preceding studies), the 1950 Monday-thru-Friday average daytime rating on WNAX is 13.7 — nearly twice the 7.1 registered in 1945.

In comparing average ratings for the 52 stations mentioned in the survey, it becomes obvious that WNAX is easily the dominant station. For the week as a whole, WNAX is first station by more than 2-to-1. (WNAX: 11.8; Station B: 4.9). In both daytime and evening listening WNAX enjoys this 2-to-1 superiority over the second station.

as much as ten times more "useful" light.

These sales points, plus a host of "result" stories from businesses which have installed the fixtures, are the basic appeals used in the company's advertising of Post-Lites, which was begun late last month. Ads in *The Saturday Evening Post* and *Time* feature the company's coined word "Litever-tising," which it uses to describe the merchandising advantages of radiant exterior light.

As the fixtures were installed in different types of stores and shops, William H. Long found that merchants began to paint signs inside the frosted glass globes, for the purpose of advertising their service, product or name.

Several national advertisers now are planning to use Post-Lites to

put their product name inside the globe with painted letters or decals and install the lights at dealer outlets.

Installation of a Post-Lite at a retail outlet, they feel, is a relatively inexpensive method of "nailing a dealer down," since the price of a medium size unit is considerably less than \$100.

In addition, the fixtures give advertisers an opportunity to feature an illuminated brand name on the exterior of a retail outlet at nominal cost.

Geyer, Newell Adds Space

Geyer, Newell & Ganger has taken about 12,000 square feet of additional floor space at its New York address, 745 Fifth Ave. The added space will be used by the agency's enlarged media department, the production-traffic department, and the art department and art studio.

Pulse Network TV Leaders

Sept. 5-11, 1950

Boston, Chicago, Cincinnati, Cleveland, Dayton, Los Angeles, New York, Philadelphia, St. Louis, Washington, Columbus, San Francisco

WEEKLY		MULTI-WEEKLY	
Philco TV Playhouse (NBC)	33.3	Lone Ranger (General Mills, American Bakers, ABC)	14.9
Show of Shows (Several Sponsors, NBC)	33.1	Howdy Doody (Colgate, International)	14.0
Colgate Comedy Hour (NBC)	31.8	Shoe, Kellogg, Mars, Wander, NBC)	14.0
Jack Carter Show (Benrus, Campbell, NBC)	30.4	Cactus Jim (Sustainer, NBC)	12.4
Lucky Strike Theater (NBC)	28.3	Camel News Caravan (NBC)	9.9
Toast of the Town (Lincoln-Mercury, CBS)	28.3	Captain Video (Johnson candy, Rosefield Packing, DuMont)	9.6
Godfrey's Talent Scouts (Lipton, CBS)	26.1	Kukla, Fran & Ollie (Ford, RCA, Sealtest, NBC)	9.0
Stop the Music (Admiral, Old Gold, ABC)	25.0	Mohawk Showroom (NBC)	8.9
Lights Out (Admiral, NBC)	24.2	Garry Moore (Sustainer, CBS)	8.8
Studio One (Westinghouse, CBS)	23.4	Oldsmobile News (CBS)	8.5
		Small Fry Club (Co-op, DuMont)	8.5

Tune-Ads Names McLaren

Tune-Ads of America Inc., Longview, Tex., specialist in commercial tape recordings for drive-in theaters, has appointed McLaren-Andersen Associates Inc., New York, as its eastern regional representative.

Abbott Kimball Names Light

Abbott Kimball Co. of California, Los Angeles, has named Robert M. Light as director of radio and television. He was formerly president of Command Radio Productions Inc. and executive director of AFRA refresher course.

Ashland Paper's Head Files Suit Against 'Invader'

ASHLAND, WIS., Oct. 18—Suit has been filed in federal court by the *Ashland Press* against the *Superior Telegram*, charging unfair trade practice by the *Telegram* in selling its copies in Ashland at "greatly reduced prices for the purposes of creating a monopoly."

Ashland is 65 miles east of Superior.

The action is one of several legal tactics taken by the *Press* to block the *Superior* newspaper's efforts to invade this market.

John B. Chapple, editor of the *Ashland* paper, which is owned by his mother, Mrs. John C. Chapple, has bitterly attacked Morgan Murphy, owner of the *Telegram*, for soliciting advertising from *Ashland* merchants, which Mr. Chapple said "constituted the most unethical business practice being carried on by any newspaper in the United States."

Clough Gates, general manager of the *Telegram*, said his paper is expanding news and advertising coverage of *Ashland* at the request of business men and other *Ashland* residents.

The *Superior* paper's ABC circulation totals about 23,000, of which nearly half is in its city zone. The *Ashland Press*'s sworn circulation totals 4,515.

Weekly subscription prices have dropped from 35¢ to 25¢ and the single copy price from 10¢ to 5¢ since the dispute arose last month.

Mr. Murphy also owns the *Enterprise*, Virginia, Minn., and three other Wisconsin papers—*Chippewa Falls Herald-Telegram*, *Manitowoc Herald Times* and *Two Rivers Reporter*. None is close to *Ashland*.

Roma Pushes New Theme

Roma Wine Co., San Francisco, is using the theme "Your Guests Know Roma Best" in its fall and holiday season advertising campaign. Media to be used include a series of half-page ads in *Look* and *Collier's*, a half-hour TV show, newspapers, outdoor and station platform posters in major markets. Dealer helps include electrical merchandising pieces, counter and interior displays, bottle toppers and wire racks. Foote, Cone & Belding, San Francisco, is the agency.

MEMO to Space Buyers

DAVID OUT-PULLS GOLIATH

Mr. A. (name on request) spent \$10,560 in Foreign Service, the V. F. W. magazine, and reaped \$50,704.58 in cash "orders."

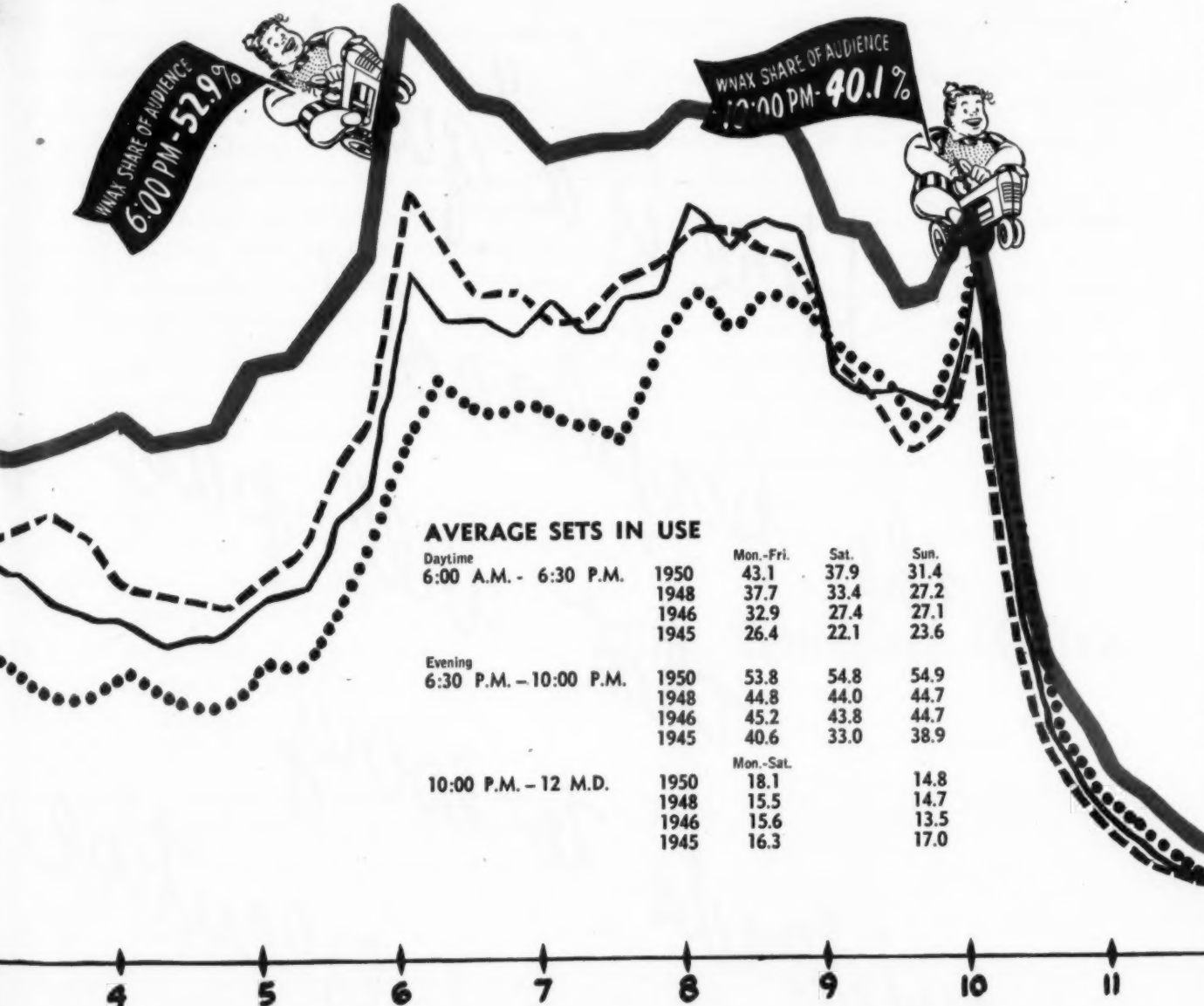
Mr. A. also spent \$19,090 in Life Magazine and counted \$33,893.27 in cash returns.

The sales message, format, etc., were identical in both magazines. Yet Foreign Service accomplished the miracle of out-pulling one of America's greatest magazines.

WRITE TODAY FOR FREE SAMPLE COPIES OF LAST THREE ISSUES

Foreign Service
THE V.F.W. MAGAZINE

Dan B. Jesse, Jr. & Associates, Inc.
Advertising Directors
10 East 43rd St., New York 17, N. Y.



WNAX DOMINANCE

Converting program ratings into share-of-audience figures, reaffirms WNAX leadership. WNAX share-of-audience for the average day is 29.3% . . . its nearest competitor rates 12.0% . . . again better than 2-to-1 for WNAX.

A few high-rated programs might influence "average" ratings . . . yet quarter-hour "wins" show WNAX dominance as clearly. Top rating in 439 (88%) of the five hundred quarter-hours studied gave WNAX a better than 10-to-1 advantage over the second station. WNAX was first in 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

To sell your product or service in Big Aggie Land you must use WNAX. For WNAX alone delivers this major market in one, big, low-cost package. Let your Katz man show you the way to soaring sales and increased goodwill. Phone him today.

WNAX-570

YANKTON - SIOUX CITY
570 Kc. - 5,000 Watts
REPRESENTED BY KATZ
A Cowles Station
AFFILIATED WITH A.B.C.

Vertical text on the right edge of the page, including '19', '2', '3', '4', '5', '6', '7', '8', '9', '10', '11', '12', '13', '14', '15', '16', '17', '18', '19', '20', '21', '22', '23', '24', '25', '26', '27', '28', '29', '30', '31', '32', '33', '34', '35', '36', '37', '38', '39', '40', '41', '42', '43', '44', '45', '46', '47', '48', '49', '50', '51', '52', '53', '54', '55', '56', '57', '58', '59', '60', '61', '62', '63', '64', '65', '66', '67', '68', '69', '70', '71', '72', '73', '74', '75', '76', '77', '78', '79', '80', '81', '82', '83', '84', '85', '86', '87', '88', '89', '90', '91', '92', '93', '94', '95', '96', '97', '98', '99', '100'.

'Billboard' Will Change to Tabloid Format in November

CINCINNATI, Oct. 17—Billboard, after 56 years as a four-column magazine style publication, will change its format to a five-column tabloid newspaper style, with the Nov. 4 issue.

Among several reasons advanced for the change: the new format will enable Billboard to meet circulation demands that have been piling up for the past two years; distribution time will be cut 24 to 48 hours in every section of the country except New England; new editorial features can be added.

Advertising lineage rates will remain the same with the change, but the larger size will make the cost per page go up.

■ To publicize the size change, Billboard has issued a special 24-page souvenir issue in the new format. It contains stories and ads culled from old issues of the publication, which present interesting sidelights on the early careers of some of today's well-known figures in the entertainment world.

In addition, the change will be publicized by radio and television spots, and will be mentioned on various radio and TV shows.

Billboard's present circulation is more than 57,000 weekly. It hopes to increase this by 15,000 with the change in format.

Gerber Signs TV Series

Gerber Products Co., Fremont, Mich., maker of Gerber's baby foods, is sponsoring a new show on the DuMont TV net Wednesdays and Fridays, 7:30-7:45 p. m., beginning Oct. 18. The program, "The Most Important People," stars tenor Jimmy Carroll and his wife Rita, in an informal musical-interview show. Federal Advertising Agency, New York, handles the account.

Two Join Economics Laboratory

Economics Laboratory Inc., St. Paul, manufacturer of industrial and household detergents, has named J. B. Aiken, formerly with Lever Bros. Co. and Standard Brands, as assistant advertising manager. H. A. Riemen, formerly with Klau-Van Pietersom-Dunlap Associates, Milwaukee, has been named assistant sales promotion manager.

Proebsting, Taylor Moves

Proebsting, Taylor Inc., Chicago agency, has moved to new quarters at 100 E. Ohio St.

Nan Mastin Joins Yardley

Nan Mastin, formerly sales promotion consultant with Davis, DeLaney Inc., New York printer, has joined Yardley of London Inc., perfumer, as advertising promotion manager. She will work in New York.

Sandler Joins Shaller-Rubin

Ysobel Gundy Sandler, formerly an account executive with D. H. Ahrend Co., has joined the Shaller-Rubin Co., New York, in the same capacity.

William Watts Joins SSC&B

William J. Watts, formerly space buyer for Cecil & Presbrey, has joined the media department of Sullivan, Stauffer, Colwell & Bayles, New York, in the same capacity.

Kroger to Hanly, Hicks

Charles H. Kroger, formerly with Batten, Barton, Durstine & Osborn and Compton Advertising, has joined the art creative staff of Hanly, Hicks & Montgomery, New York.

William Huff Joins WONS

William E. Huff, formerly on the commercial staff of Station WAAB, Worcester, Mass., Yankee Network station, has joined the commercial sales staff of WONS, Hartford, also a Yankee Network outlet.

Frankel Joins KXLW

Leonard P. Frankel, former sales manager for Station WEW, St. Louis, has been named sales representative for KXLW, St. Louis.

Gets Tourist Account

Caples Co., New York, has been appointed by the South African Tourist Corp. to publicize South Africa as a tourist resort. Magazines and trade publications will be used.

Names Bode and Tasillo

Robert A. Bode has been appointed sales manager and J. James Tasillo assistant sales manager of the Hartford Special Machinery Co., Hartford.

Here is a "guide to the perplexed" that will pay dividends to every business executive

The New York Times plans an essential editorial enterprise...

SEE

What's right... What's wrong with Lumber Dealers?

● This question one of our 25,500 readers answered for himself in a nation-wide personal survey of his fellow dealers' policies and methods. What he reveals in BUILDING SUPPLY NEWS (Page 57) for October, may influence your advertising and sales plans for 1951. Read it!

October issue BUILDING SUPPLY NEWS



General Precision Develops Low-Cost Theater TV System

General Precision Laboratory, Pleasantville, N. Y., has devised a new theater television system which uses 16mm. film instead of the conventional 35mm. film. The Videofilm Theater Television system, developed by GPL, is said to operate at one-fifth the cost of similar systems and is designed especially for use in small town or neighborhood theaters. The device is composed of three units, a video

recorder, a rapid film processor and a projector.

Whitney to Rejoin KFI

George Whitney, general sales manager of Don Lee Broadcasting System, will return to KFI and KFI-TV, Los Angeles, on Nov. 1 as general manager. He was with the KFI organization for 10 years before he left in 1947 to become a partner in Harrington, Whitney & Hurst. He has been general sales manager of Don Lee since August, 1949.

JWT Placed Most Newspaper Space in 1949, BofA Reports

NEW YORK, Oct. 18—The Bureau of Advertising last week reported that a compilation by Media Records showed J. Walter Thompson Co. to be the top agency in the U. S. in newspaper billings in 1949. The top ten were:
J. Walter Thompson \$24,526,731

Young & Rubicam	17,267,723
BBDO	15,626,766
Foote, Cone & Belding	12,591,092
Ruthrauff & Ryan	12,246,994
Wm. Esty Co.	11,711,465
Benton & Bowles	10,864,616
McCann-Erickson	10,258,478
Kudner Agency	8,997,447
Biow Co.	8,731,424

Ranking 11th to 25th—with billings from \$8,500,000 to \$3,250,000—were: Kenyon & Eckhardt; Campbell-Ewald; Ted Bates Inc.; N. W. Ayer; MacManus, John & Adams;

Leo Burnett Co.; Maxon Inc.; Lennan & Mitchell; Brooke, Smith, French & Dorrance; Fuller & Smith & Ross; Sherman & Marquette; Compton Advertising; Dancer-Fitzgerald-Sample; Needham, Louis & Brorby, and Geyer, Newell & Ganger.

The compilation was based on the BofA's "Expenditures of National Advertisers in Newspapers: 1949."

Arndt Agency Names Four

John Falkner Arndt & Co., Philadelphia agency, has announced the following promotions and additions to its staff. William de Gau Pitcairn has been named to the newly created position of assistant to Robert N. D. Arndt, executive vice-president. C. Philip Brown, formerly of Gresch & Kramer, has been named associate printing production manager. He succeeds Karl Klingelhoefter, who has been promoted to assistant account manager. Lewis A. Conine, formerly of Lang Co., photoengraver, has been named associate media production manager.

IF you are perplexed today—and who among us isn't?—think of the problems facing you in trying to make sound and reasonable business decisions in the uncertain months ahead.

Never was the need so great among executives like yourself for information—fresh, factual, dependable information—upon which to base necessary business judgments. That's why this year an annual editorial undertaking of The New York Times that is always eagerly awaited by the business, industrial, financial, and government communities assumes proportions greater than ever.

This undertaking is to provide at the start of each new business year a complete, expert, and authoritative review of the year just ended, and a reasonable and informed forecast of the year just beginning.

Traditionally, this review and forecast are contained in a special section published with The New York Times on the first business day of the year. Several years ago, recognizing the growing importance of world business in our own economy, The Times started publishing two such sections, one devoted to the U. S., and, on the second business day of the year, another devoted to world trade.

Traditionally, too, this editorial enterprise, one of the most ambitious assignments undertaken by any publication, has commanded wide respect, not only in this country but everywhere over the world, because of the outstanding competence and unquestioned authority with which it is discharged.

Because of the disturbed and uncertain situation in the world today, editorial planning for the two sections to be published at the start of 1951 is already under way. As always, it will employ the resources of the whole worldwide newsgathering organization of The New York Times, the largest of any publication. And it will include timely

and expert on-the-spot analyses of business, financial, economic, and political conditions everywhere over the world that will be unduplicated by any other source.

As an executive charged with making important business and policy decisions for your company, or sharing in them, you will want to be sure to read these special sections when they appear.

And as an executive concerned with at least some phase of your company's public relations, you will want to investigate the unique opportunity these sections provide for public relations or product advertising. In these special sections of The New York Times, for 31 years New York's leading advertising medium, this advertising should be especially effective and resultful. Full information, including reduced-size copies of the 1950 sections, will gladly be sent you immediately you ask for it. Write any of our offices today.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

FOR 31 YEARS FIRST IN ADVERTISING IN THE WORLD'S FIRST MARKET

New York: 229 West 43rd Street • Boston: 140 Federal Street
Chicago: 333 North Michigan Avenue • Detroit: General Motors Building
Los Angeles: Sawyer-Ferguson-Walker Co., 612 South Flower Street
San Francisco: Sawyer-Ferguson-Walker Co., Russ Building

Get full information today about:

"INDUSTRY MOBILIZED AT PEAK LEVELS"
a Review and Forecast of U.S. Business, Industry, and Finance to be published with The New York Times on Tuesday, January 2, 1951

"WORLD TRADE—KEY TO WORLD PEACE"
an International Trade Supplement to be published with The New York Times on Wednesday, January 3, 1951

and prepares an inviting public relations advertising opportunity



No other method of advertising has the Terrific Order Power of a good catalog. It commands T.O.P. readership at the very moment buying decisions are made. From cover to contents, your catalog should represent your strongest sales promotion effort. Many of industry's TOP catalogs have Heinn Protec-to-Process loose leaf covers. Protec-to-Process catalog covers are "classics", having the beauty and durability that inspire frequent use—and profitable use of your catalog. The Lamson and Sessions catalog pictured is only one of the many outstanding catalog covers produced by Heinn. Send us a copy of your present catalog and let us show how you can obtain T.O.P. readership for your new catalog.

HEINN
MILWAUKEE
ORIGINATORS OF THE Loose-Leaf SYSTEM OF CATALOGING

THE HEINN COMPANY
326 WEST FLORIDA STREET
MILWAUKEE 4, WISCONSIN

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XUM

Audio-Visual Sales Presentations Get Purchasers' Vote

NEW YORK, Oct. 18—Almost nine out of ten, or 87% of the 321 purchasing men who responded to a recent poll made by *Purchasing*, a Conover-Mast publication, among 1,000 of its readers, find audio-visual methods more inter-

esting and helpful than the ordinary sales interview.

About 82% of the respondents indicated that they would welcome more extensive use of visual methods, and almost 77% said they would be willing to allot more than the usual amount of time for such presentations.

Working models were named as first choice of visual methods, by a margin of four to one. Chart presentations and sound movies also received high ratings.

The poll showed that 59% of the purchasing men were of the opinion that salesmen are not inclined to rely too heavily on the visual presentation in place of personal product knowledge and salesmanship.

On the question as to whether

purchasing men found visual presentations more time-consuming than the conventional interview, 68% replied in the affirmative and 32% in the negative.

Two Name Hauptman Agency

H. W. Hauptman Co., New York agency, has been appointed to handle advertising for Metaplast Process Inc., Long Island City, N. Y., electroplater. William R. Lutze Co., Brooklyn and Hoboken, maker of the Redi-Dor, prefabricated door and jamb, also has named the Hauptman agency.

Haight Leaves Bonwit Teller

Carolyn Haight, fashion and public relations director of Bonwit Teller, New York, since 1947, has resigned. She has not announced her future plans and no successor has been named.

Jarrett Co. to Presser

E. J. Presser & Co., Charlotte, N. C., has been named to handle the account of Cecil H. Jarrett Co., Newton, N. C., maker of Jarrett's Wite-Wall, white sidewall tire cleaner, and Jarrett's Meta-clean, cleaning compound for textile looms and similar equipment.

NAB Names Oscar Elder

Oscar Elder, Washington public relations consultant, has been named assistant public affairs director of the National Assn. of Broadcasters, Washington. He succeeds John F. Hardesty, newly appointed NAB station relations director.

Sharp Agency Moves

Sharp Advertising Agency, Seattle, has moved to new quarters at 2024 Westlake Ave.

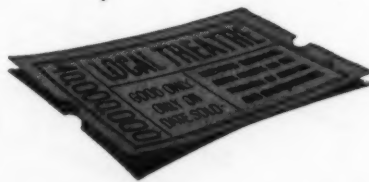


SIGNS OF LONG LIFE[®]
FOR QUANTITY BUYERS
THE ARTKRAFT[®] SIGN CO.
Division of
Artkraft[®] Manufacturing Corporation
900 Kibby St., Lima, Ohio, U. S. A.
Trademark Reg. U. S. Pat. Off.



ADVERTISERS:

**Show
your
film
commercials
to
40,000,000
moviegoers!**



Have you considered putting your costly TV commercials to work in theatres? It can pay big dividends because you can either —

1. Intensify your coverage of TV markets or
2. Reach with equal or greater impact the tremendous additional audience which television *cannot* reach.

There are 14,750 theatres available in almost all markets, large and small, on a completely selective theatre-by-theatre basis. They have 7,450,000 seats, giving you a total audience of 40,000,000!

You can reach this greatly increased market at a low cost per 1000 viewers. When you compare movie and TV coverage, remember that virtually 100% of selected movie audiences see and hear your film.

The Movie Advertising Bureau handles all details of theatre schedules. Each theatre selected screens your films at every full performance during the weeks scheduled.

Dig into this proposition thoroughly, or ask your advertising agency to do so. We will prepare theatre coverage plans for you without cost or obligation. Write, wire or phone our nearest office for complete information.



The Movie Advertising Bureau

MEMBER COMPANIES: UNITED FILM SERVICE, INC. • MOTION PICTURE ADVERTISING SERVICE CO., INC.

NATIONAL OFFICES NEW YORK: 70 EAST 45th ST. • CHICAGO: 333 NORTH MICHIGAN AVE. • NEW ORLEANS: 1032 CARONDELET ST.
KANSAS CITY: 2449 CHARLOTTE ST. • CLEVELAND: 526 SUPERIOR N. E. • SAN FRANCISCO: 621 MARKET ST.

Coming Conventions

- *Indicates first listing in this column.
- Oct. 22-24. Advertising Federation of America, 10th District convention, Herring Hotel, Amarillo, Tex.
- Oct. 23-24. Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.
- Oct. 23-25. Life Insurance Advertisers Assn., annual convention, Claridge Hotel, Atlantic City.
- Oct. 23-25. Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.
- Oct. 24. New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston.
- Oct. 25-28. National Assn. of Photo-Lithographers, 8th annual convention, The Shoreham, Washington, D. C.
- Oct. 26-27. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.
- Oct. 26-28. Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.
- *Oct. 26-28. National Newspaper Promotion Assn., southern and eastern regions, The Greenbrier, White Sulphur Springs, W. Va.
- Oct. 31-Nov. 1. American Assn. of Advertising Agencies, annual Eastern Conference, Hotel Roosevelt, New York.
- Nov. 2. Upper Midwest Sales Conference, sponsored by the Sales and Marketing Department, Minneapolis Chamber of Commerce, and the Minneapolis Assn. of Sales Managers, Nicollet Hotel.
- Nov. 14. American Public Relations Assn., sixth annual meeting, Washington, D. C.
- Nov. 16. National Business Publications, annual meeting, Waldorf-Astoria Hotel, New York.
- Nov. 20-21. Central regional meeting, National Newspaper Promotion Assn., Indianapolis.
- *Dec. 27-29. American Marketing Assn., winter conference, Congress Hotel, Chicago.
- Jan. 19-20, 1951. Southwestern Assn. of Advertising Agencies, Baker Hotel, Dallas.
- Jan. 22-23, 1951. Assn. of Railroad Advertising Managers, St. Petersburg, Fla.
- Jan. 22-24, 1951. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.
- Feb. 16-17, 1951. Pennsylvania Newspaper Publishers' Assn., display advertising conference, Penn Harris Hotel, Harrisburg.
- *April 29-May 2, 1951. National Newspaper Promotion Assn., annual convention, Wardman Park Hotel, Washington, D. C.
- *June 24-28, 1951. Association of Newspaper Classified Advertising Managers, 31st annual convention, Mount Royal Hotel, Montreal, Can.

Offers Trip to Hawaii

Harvest brand margarine, a product of Wentworth Canning Co., Hamilton, Ont., is offering an all expense trip to Hawaii as first prize in its current "I like Harvest margarine because..." contest. Schedule calls for newspapers and radio spots throughout British Columbia, with retailers being offered prizes for the best merchandise displays. O'Brien Advertising, Vancouver, handles the account.

Dunlop Promotes Snidal

Chris T. Snidal has been appointed sales manager of industrial rubber and Dunlopillo products of the Ontario branch, Dunlop Tire & Rubber Goods Co., Toronto. Mr. Snidal, who has been with the company for about 30 years, was most recently manager for the company in British Columbia.

HOW TO PROPOSE TO A BILLION DOLLAR BABY

Get and hold the interest of the billion dollar candy industry field by using *Candy Industry* to tell your story.

Biggest audited circulation* Preferred by more leaders Carries more advertising (Send for surveys with these facts)

New market data study about your best customers ready. Get your copy.

*Of any publication published monthly or more frequently.

CANDY INDUSTRY
Don Gussow Publications, Inc.
107 W. 43 St., New York 18, N. Y.

MISS

NEW

This is the productive ST. LOUIS MARKET

In this productive market, the City of St. Louis and the three densely populated Counties surrounding it, live 1,643,690 persons with an estimated effective buying income of \$2,564,326,000.

Merchandisable coverage, by any St. Louis newspaper beyond this area—will add little to these figures.

In this area the POST-DISPATCH is conspicuously first, leading in both circulation and

advertising. The POST-DISPATCH regularly publishes far more advertising than both other St. Louis newspapers combined.

St. Louis merchants show increasing preference for the POST-DISPATCH. During the first nine months of 1950 the POST-DISPATCH increased 1,050,020 lines in retail advertising while the combined retail advertising of the other two St. Louis newspapers decreased 67,437 lines.



**Sell this market
and you sell St. Louis!**

ST. LOUIS POST-DISPATCH

More Advertising Than Both Other St. Louis Newspapers Combined.

FIRST
in advertising for
49 consecutive years

-
- FIRST in Sunday Total Circulation
- FIRST in Sunday City Zone Circulation
- FIRST in Daily City Zone Circulation
- FIRST in Total Paid Advertising
- FIRST in General Advertising
- FIRST in Retail Advertising
- FIRST in Classified Advertising
- FIRST in Financial Advertising
- FIRST in Rotogravure Advertising
- FIRST in Comic Advertising
- FIRST in Automotive Advertising
- FIRST in Department Store Advertising
- FIRST in Furniture and Household Advertising
- FIRST in Grocery Store Advertising
- FIRST in General Grocery Advertising
- FIRST in Liquor Store Advertising
- FIRST in General Liquor Advertising
- FIRST in Women's Clothing Store Advertising
- FIRST in Men's Clothing Store Advertising
- FIRST in Shoe Store Advertising
- FIRST in Jewelry Store Advertising
- FIRST in Drug Store Advertising
- FIRST in Toilet Goods and Beauty Shops Advertising
- FIRST in Toilet Requisite Advertising
- FIRST in Miscellaneous Advertising (Retail)
- FIRST in Industrial Advertising
- FIRST in Bank and Trust Advertising
- FIRST in Building Supplies and Contractors Advertising
- FIRST in Housing Equipment and Supplies Advertising
- FIRST in Cigar Advertising
- FIRST in Tobacco Advertising
- FIRST in New Passenger Car Advertising
- FIRST in Gasoline and Oil Advertising
- FIRST in Automotive-Miscellaneous Advertising

FIRST
in advertising for
49 consecutive years

1950
 OCT 23
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 XUM

Marketing Assn. Empowers Unit to Issue Policy Statements; Constitution Altered

NEW YORK, Oct. 17—Organizational changes and an expanded program for interpreting factual marketing data were announced here this week at a press conference by the American Marketing Assn.

Everett R. Smith, president of the association and director of marketing research, Macfadden Publications, said that an overwhelming majority of the AMA membership has endorsed the constitutional changes proposed by the board of directors at the organization's convention last July.

The basic changes approved include the following:

1. Increase in the number of vice-presidents from two to three, with the guarantee that one of these shall always be a teacher of marketing.

2. Increase in the number of directors from eight to 12, with six being elected annually.

3. Increase in the executive committee from four to seven to include all incumbent officers and the immediate past president.

4. Change of the fiscal year from Jan. 1 to July 1, to become effective July 1, 1951. This means that present officers will serve until next July.

■ The purpose of increasing the number of vice-presidents, Mr. Smith said, is to give added administrative assistance to the president and to have the teaching profession represented.

The committee on public policy, Mr. Smith said, will become more active. He said that the committee from time to time will issue statements on public questions affecting marketing and either issue analyses and interpretations by experts, who are members of the association, or present the results of a poll of association members as a means of informing the public on matters of major economic importance.

■ Permanent headquarters of the association, he said, will remain in Chicago. The winter conference of the association will be held during the last week of December in Chi-

cago.

Emphasizing that the future of the country is tied up with marketing and a better understanding of marketing operations, he said that in the future the AMA will take a more active part in keeping the public informed on matters of public policy that affect the distribution of goods both in the

domestic and export markets.

"We cannot be guided by the past," he declared. "We are not in a war economy such as existed during World War II. We cannot take the lessons of that experience too literally today. This is a war-peace economy, a vexing and perplexing time for which we have no precedents.

"We in the AMA feel that because of this we are under obligations to give more attention to public policies that affect mar-

keting, and to analyze and interpret those policies in the light of our understanding and experience for the public's benefit."

Davenport Joins Searcy

Michael A. Davenport, formerly managing director for O'Connell-Ragan Co., Tacoma agency, has been named account executive at Searcy Advertising Agency, Portland, Ore. He succeeds Robert W. Phelps, who has joined the sales staff of Agency Lithograph Co., Portland.

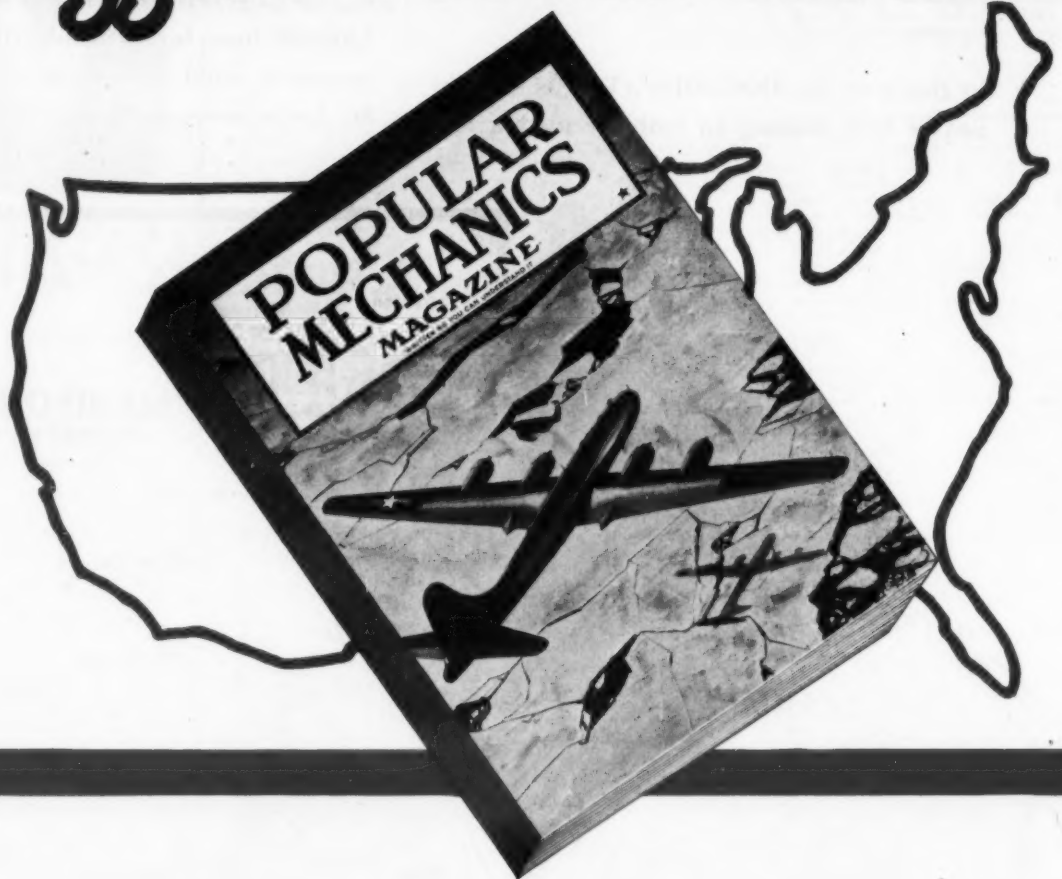
Appoints Ayres Co.

Pacific Regional Network, with headquarters in Hollywood, has appointed William A. Ayres Co. as special representative for northern California, Oregon and Washington.

Cluff Joins 'Olympian'

Carl Cluff, formerly field representative of Outlook, Gresham, Ore., has been named circulation manager of Daily Olympian, Olympia, Wash. Richard Jacques succeeds Mr. Cluff at Outlook.

Biggest book in the best m



When **QUALITY**
is a factor . . .
FALPACO
is a Necessity!

For car cards, calendars, cut-outs, posters, novelties, window displays, point-of-sale displays.

Falpaco Coated Blanks are specially coated for letterpress printing. They are also specially coated for offset lithography. Due to the special Falulah manufacturing process, Falpaco Coated Blanks have less tendency to curl, shrink or stretch. They have that so desirable, brilliant, blue-white color. Extra smooth surface.

White and color-coated blanks. Available through authorized distributors from coast to coast. Ask your paper merchant for samples and prices.

FALPACO Falulah

PAPER COMPANY

NEW YORK OFFICE • 500 FIFTH AVENUE
NEW YORK 18, N. Y.
MILLS—FITCHBURG, MASS.

Top circulation

—WITH THE HIGHEST PER-COPY PRICE
IN THE FIELD!

POPULAR MECHANICS holds its circulation leadership with a per-copy price 40 per cent higher than the next highest priced magazine in the field.

POPULAR MECHANICS, at 35 cents, outsells all other competing magazines—priced from 25 cents down to 15 cents.

Top circulation

—WITH LOWEST PAGE RATE
PER THOUSAND

POPULAR MECHANICS continues to offer you the most for your money in a field where advertising values run highest of all! POPULAR MECHANICS gives you the lowest one-time cost per page per 1000 circulation . . . lowest 12-time cost per page per 1000 circulation of the top three magazines in the field. It's the bigger advertising buy.

To sell anyt

Display Salesman's Story of Big Sales Is Found 'All Wet'

CHICAGO, Oct. 19—In its Sept. 4 issue, ADVERTISING AGE carried a story telling how the Wil-Jon Corp. here had developed a counter display device which was to be installed in 1,000 liquor stores in the Chicago area on Jan. 1, 1951. Harold Johnson, vice-president

of Wil-Jon, has informed AA that this is not correct. Although Wil-Jon does make the displays mentioned in the article, and plans to use them in the food, drug and hardware fields, it does not have a contract to install 1,000 of them in liquor stores.

AA received the information on which the story was based from two letters, written on Wil-Jon letterheads, over the signature of a David Johnson. He had been employed, Harold Johnson said, as a

salesman for the company's displays, but was in no way authorized to state that a contract had been made with 1,000 liquor stores. Harold and David Johnson are not related.

Representatives Elect

S. L. Feiss, publishers' representative, has been elected president of the Assn. of Publishers' Representatives. Other officers are: Walter C. Elly, vice-president; William C. Copp, secretary, and Robert Edgell, treasurer.

To Fight Prohibition

The National Coordinating Committee of the Beverage Industry, Cincinnati, comprised of representatives from labor organizations, the liquor industry, industry trade associations and allied groups, has been organized to aid the beverage industry in protecting itself against restrictive legislation and punitive taxation in any form. According to committee chairman Joseph E. Brady, coordinator of the International Union of United Brewery Workers of America (CIO), the organization

will do everything in its power to fight its enemies—the advocates of prohibition.

Pittsburgh Newspaper Strike Boosts Radio Listening

According to a Guide-Post Research survey, radio listening in Pittsburgh has increased 60% since the beginning of the newspaper strike (AA, Oct. 16). Between 6 and 6:30 p. m., a period in which each of the five leading radio stations devotes 15 minutes to newscasts, 31% of the families were at home listening to the radio compared to 19% before the strike.

C. F. Ackenheil, director of the survey, reports that 61% of the radio sets in use were tuned to the newscasts, while 39% were tuned to musicals, sports and quiz programs.

Allen Joins Whirlpool

Clarence H. Allen, formerly with the Ford Motor Co., has been named public relations director of the Whirlpool Corp., St. Joseph, Mich., manufacturer of home laundry equipment.

the man market in America!

POPULAR MECHANICS

NO. 1 IN ITS FIELD WITH

1,133,889

ABC average net paid monthly circulation for first 6 months of 1950

Top circulation

—TO THE BEST MAN IN EVERY DOZEN!

Month by month, POPULAR MECHANICS delivers 4½ MILLION alert, inquisitive, wide-open "P. M. Minds" . . . interested adult minds that read ads *deliberately*. POPULAR MECHANICS reaches the best man in every dozen . . . the one man in every 12 who goes out of his way to seek useful facts and ideas . . . the best prospect you can find for any product bought by men!

The original and favorite magazine in its field—leading all the rest in advertising volume.

P. M. MIND

anything MEN buy . . . Reach the

... THIS \$7 BILLION

Miracle Market

IS FOR YOU . . .

. . . if you can use bigger volume . . . if you want bigger profits . . . if you want to cut sales costs . . . if competition is edging you out of the picture . . . if you're looking for a sound, practical, proved way to move more merchandise, faster . . .

Turn to Dynamic DIRECT SELLING

Thousands of ambitious men and women are ready to take on your product or service on a straight commission basis. They'll advertise it, demonstrate it, and sell it direct to your customers. Without consumer advertising, without price-cuts, credit losses or inside discounts, they'll turn in a cash volume that can keep your plant working to capacity. You can reach these salespeople in 90 days, thousands of them, and put them to work for you getting right-now results.

Big Volume—Fast!

In months instead of years you can be doing business in every state and territory. Direct Selling has built giants in retailing—a \$25,000,000.00 brush manufacturer, an \$18,000,000.00 hosiery company, a \$12,000,000.00 dress maker, a \$35,000,000.00 cosmetics distributor . . . and hundreds of others. Last year direct salespeople sold more than seven BILLION dollars worth of goods and services . . . that's the miracle of Direct Selling.

FREE BOOK GIVES ALL FACTS

How to tap this vast selling force and get AT-ONCE results . . . how to present your product or service to them . . . how to perform this low-cost sales miracle . . . these and all other questions answered in fascinating FREE Booklet prepared by OPPORTUNITY, the leading magazine in Direct Selling. Mail letter head for your copy.

OPPORTUNITY MAGAZINE

Dept. A-37, 28 E. Jackson Blvd. Chicago 4, Illinois

OCT 23 1950 XUM

It's Hard to Get a Ticket to Annual Fashion Show Put on by 'N. Y. Times'

NEW YORK, Oct. 18—One way to measure the success of "Fashions of the Times"—annual fashion show which the *New York Times* will stage late this month for the ninth year—is to check the paper's national apparel lineage.

In 1940, two years before "Fashions" hit the boards of Times Hall, the paper carried 97,865 lines in this category. By 1945, the figure had climbed to 235,852 lines. Last year it totaled 716,698 lines. And the *Times Magazine*, which carried fewer than 1,000 lines of national apparel advertising in 1940, last year reported 446,954 lines.

Another measuring rod is attendance at "Fashions." Each year sees Times Hall jammed to its 500-seat capacity for all eight performances. The trade regards the show as a "must," according to Ivan Veit, promotion manager of the *Times*. "We have to allocate tickets (which sell at \$3.60 the copy) because some stores request as many as 60 or 70 seats. We could sell the tickets at \$25 and still have a sell-out."

■ Mr. Veit said the \$11,000 realized at the box office last year went, as usual, into the scholarship fund of the Fashion Institute of Technology and Design at the High School of Needle Trades here.

The cost of this year's show, Mr. Veit said, will run into six figures, as compared with the \$30,000 the *Times* paid to put on the 1942 production. Forty models will appear in gowns, fur and jewelry worth more than \$250,000—supplied by various manufacturers and designers.

According to Mr. Veit, "Fashions" is the first show of its kind to have a theatrical format. "It gives the illusion of being a revue and there is just enough book to make it hang together." The usual fashion show, he added, has nothing but a string trio, a potted-palm background, and girls who walk out on a ramp to model their gowns. "Fashions" is "entirely different," with sets changing for each of its 14 scenes.

■ Last year's edition of "Fashions," according to "Times Talk," the newspaper's house organ, "was

the biggest, electrically speaking, of any in the White Light Belt. It called for seven portable switchboards as against 'South Pacific's' five, to send power to more than 200 spotlights and overhead lamps.

"All told, 125 men and women figured in the production. Fashion Editor Virginia Pope and eight assistants handpicked the 147 costumes used and fitted each with matching accessories. These included 135 pairs of shoes, 75% of

which were dyed or made to order; 120 pairs of gloves, 23 umbrellas and two canes. The show inventory took in 720 items of jewelry including necklaces, bracelets, earrings, clips, brooches, jeweled heels and anklets."

This year's production, which opens on Oct. 31 for the customary four-day run, will be done in an equally grand manner. The models will be attired in 150 different gowns—one of them requiring 80 yards of net; it will take 10 miles of cables to light the stage properly; and the individual sets will set the *Times* back about \$20,000 apiece.

KTTV Expands Schedule

KTTV, Los Angeles, has expanded its programming to include a 15-minute noon news commentary, "Noonday with Hemingway," sponsored by Los Angeles Soap Co. for White King soap. This program will be followed by a feature film which will be open for participating spots.

Federal Names Burgess V. P.

P. M. Burgess has been named vice-president in charge of sales of Federal Enameling & Stamping Co., Pittsburgh, manufacturer of enameled cooking utensils. He joined the company in 1917 as a sales representative.

McCarthy Starts Magazine

Glenn H. McCarthy, Houston oilman and owner of the Shamrock Hotel, is publishing a new monthly magazine, *Preview*. According to Mr. McCarthy, *Preview* is designed to be a "cowpuncher *New Yorker*." Don Hopton, formerly with Ruthrauff & Ryan, is advertising director.

NBC Appoints Walter Gross

Walter W. Gross, previously Detroit manager of radio and TV for J. Walter Thompson Co., has been appointed manager of video network sales in the same city for National Broadcasting Co. He will cover the Michigan and Ohio areas.

Look at the Record...



Deerfield Primary School, Deerfield, Illinois, first presented to architects and engineers in *Architectural Record*. Architects-Engineers: Perkins & Will, Chicago.

Photographer: Hedrich-Blessing.

CEDAR RAPIDS

(LINN COUNTY)

IOWA

Now A

METROPOLITAN AREA

As Established by
U. S. DEPT. OF COMMERCE

POPULATION
103,711

Preliminary 1950 Census Figure

The Cedar Rapids Gazette offers you nearly 100% coverage both daily and Sunday of the metropolitan area (Linn County) plus adequate coverage in 15 other eastern Iowa counties.

The
Cedar Rapids
Gazette

CEDAR RAPIDS, IOWA

Represented nationally by
The Allen-Klapp Co.

AM Operators See Radio Still 'Boss' of Listening in '55

WASHINGTON, Oct. 17—Radio station owners still believe that there is a long and useful career ahead for AM and FM, if a mail survey by the committee on advertising of the Chamber of Commerce of the U. S. is a criterion.

Asking 150 radio station operators not connected with TV their opinions, and getting 20% replies, the committee gathered such information as this:

The radio station operators believe that TV will garner 53% of the nighttime audience against radio's 47%, in metropolitan areas by 1955, but over the nation as a whole they believe that five years from now radio will have 63% of the nighttime audience as against 37% for TV.

■ As for daytime, 25% believe TV may be dominant in metropolitan areas in the afternoons, but in the nation as a whole, both morning and afternoon, the radio men believe radio will continue to be the big brother of TV.

Within this five-year period, the

radio men expect radio penetration to move up to 97% of the homes and 75% of the automobiles, with about 65% of the homes having two or more sets. They anticipate that 75% of the growth in sets will be AM, 25% FM.

Canadian National Names 3

Canadian National Railways, Montreal, has named G. Herbert Lash as public relations director, succeeding Walter S. Thompson, who has retired. Claude Melancon and Royd E. Beamish have been named assistant public relations directors. The appointments became effective Oct. 22.

Gets Coffee Account

St. Georges & Keyes, New York, has been appointed to handle advertising of Eppens, Smith Co., maker of Holland House coffee. New York dailies will be used and TV programs are under consideration. Scheck Advertising was the previous agency.

Appoints Curry-Risley

Curry-Risley Advertising, New York, has been appointed by Fast Mfg. Co., New York, to direct all the advertising for Silvarap, a new item to prevent the tarnishing of household silverware and other metals. Direct mail and trade publications will be used.

Form Calmore-Gill Inc.

Calmore-Gill Inc., Cleveland, has been formed by the merger of Calmore Exhibits and Gill Display Co. The new partners, C. Calvin Moore and Frederic W. Gill, will operate in the former Calmore offices at 1445 Dodge Court.

Appoints Morton Bauman

Morton Bauman, formerly managing editor of *Apparel Arts*, has been named managing editor of *Plastics Merchandising*, a new trade journal which begins publication in January.

Pushes 'Ruspan' Furniture

Spanner Products Ltd., Toronto, furniture manufacturer, is using Toronto dailies in a drive for its Ruspan Originals, contemporary furniture. F. H. Hayhurst Co., Toronto, handles the account.

Jordan Barlow Joins BBDO

Jordan Barlow, formerly with Newell-Emmett, has joined Batten, Barton, Durstine & Osborn, New York, as a publicity account executive.

✓ FIRST in architect and engineer circulation.

Among all publications reaching the building market, *Architectural Record* has the largest architect and engineer circulation. *Architectural Record* also has the highest subscription renewal percentage of any architectural magazine.

This clear-cut picture of coverage leadership results in large measure from the exclusive facilities of F. W. Dodge Corporation—providing demonstrated coverage of building planning and specifying activity—regionally, nationally, and by types of building.

Start your program for 1951 by making *Architectural Record* the "pivot paper" on your building products lists. We'll be glad to supply you with any details you need to help your planning. Just call the nearest Record office.

and you'll use

Architectural Record

"workbook of the architect-engineer"

published by



119 West Fortieth St.
New York 18, N.Y.
LONGeac 3-0700

- ✓ first in architect and engineer circulation
- first in preference among architects and engineers
- first in number of advertisers and volume of advertising
- first in architects and engineers reached per dollar



EDITED FOR THE SOUTH AND ONLY THE SOUTH...

TAKING YOUR ADVERTISING MESSAGE TO

500,000

above-average Southern homes

Holland's — the South's best-loved magazine, now the South's best-looking magazine with a new plate size of 7" x 10-3/16" — new format — new type faces — new, top-quality paper stock — new, far better color reproduction — new editorial zest!

USE *Holland's* TO SELL THE SOUTH... BECAUSE THE SOUTH IS SOLD ON... HOLLAND'S!



Offices in Chicago, New York, Atlanta, Nashville
Simpson-Reilly, Ltd., on the West Coast

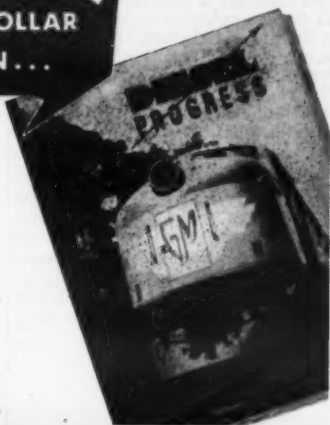
OCT 23 1950
 XUM

**YOUR ADVERTISING DOLLAR
BUYS *more* IN...**

EDITORIAL LEADERSHIP

Commendations from readers and advertisers alike are evidence of the excellence of DIESEL PROGRESS' authoritative reporting of news and developments in the diesel market. This is one of many reasons why it pays to use DIESEL PROGRESS in reaching the billion dollar diesel industry.

Write today for DIESEL PROGRESS Market Data and Media file
Rex W. Wadman, Editor and Publisher



**IH and Robin Hood Ads Lead in
'Wisconsin Agriculturist' Study**

New York, Oct. 17—International Harvester Co.'s full-page b&w ad for McCormick hay machines in the April 15 issue of Wisconsin Agriculturist & Farmer attracted 70% of the men readers of the issue—more than any other ad, according to Advertising Research Foundation's 13th report in the farm publication continuing study series.

First honors in the women's readership ranking went to a full-page ad for Robin Hood flour. A total of 78% of the women noted the black-and-red ad, which contained three recipes. The Harvester ad—with a score of 35%—placed third on the women's list, and 15%

of the men looked at the Robin Hood flour insertion.

The Continuing Study of Farm Publications is conducted by the Advertising Research Foundation in cooperation with the Agricultural Publishers Assn., with the publishers paying the cost. The association and its member publications have contributed about \$300,000 since 1944 to support the study.

■ Results of the latest study, published in a 92-page report, now are being distributed to more than 3,500 advertisers, agencies and publishers.

Second highest-scoring ad among male readers of the 64-page issue

was a full-color, fourth-cover ad of Standard Oil Co. (Indiana), which was framed with a bright-red border. The Standard insertion also was noted by 28% of the women, and placed fifth on the women's list of best-read ads.

A 900-line, black-and-red, junior spread boosting Pillsbury's Best flour took second place on the women's list. The ad contained photos of nine prize-winning recipes and announced that each bag of Pillsbury's Best contained copies of the recipes. Sixteen per cent of the men readers also looked at the ad.

■ The ten top ads on the men's list were:

1. McCormick hay machines	70%
2. Standard Oil products*	55%
3. Goodyear tractor tires	48%
4. Minneapolis-Moline tractors and farm machines*	48%
5. Chevrolet trucks	40%
6. Red Brand fence*	38%
7. Farmers Mutual Insurance	37%
8. John Deere tractors*	35%
9. Mobiloil*	28%
10. Hi-Lex bleach, deodorant and disinfectant	25%

*Color

The ten leading ads on the women's list were:

1. Robin Hood flour*	78%
2. Pillsbury's Best flour*	76%
3. McCormick hay machines	35%
4. Chevrolet trucks	29%
5. Standard Oil products*	28%
6. Goodyear tractor tires	25%
7. Hills Bros. coffee*	24%
8. King Midas flour	23%
9. Mobiloil*	20%
10. Wisconsin Utilities Assn., all-electric farm kitchens	20%

*Color

■ Of the 231 ads in the surveyed issue, 25 were printed in two colors. All of the 25 were black and red, except for one black-and-green insertion.

All readers of the publication looked at one or more editorial illustrations, and 94% of the men and 96% of the women noted one or more general display advertisements.

The report on results of the study also includes data on farm ownership of readers, education, and ownership of livestock and poultry.

Study No. 14 in the series will be based on the October, 1950 issue of Capper's Farmer.

3 Join Kenyon & Eckhardt

Fredrick C. Adams, formerly advertising manager of the Semet-Solvay division of Allied Chemical & Dye Corp., Richard D. Farrell, formerly script writer and supervisor for Transfilm Inc., and John M. Poole, copywriter, have joined the copy department of Kenyon & Eckhardt, New York. All three will work on the General Electric group.

Resigns Publishing Post

Former Army Secretary Gordon Gray has resigned as publisher of the Journal and Sentinel, Winston-Salem, N. C., but will retain his stock interest and his post on the board of directors of the Piedmont Publishing Co., publisher of the Journal and Sentinel, and operator of Station WSJS, Winston-Salem.

Zugsmith Opens New Offices

Albert Zugsmith, management consultant, formerly located in the Waldorf Towers, New York, has opened offices at 7078 Hollywood Blvd, Hollywood, Cal. Mr. Zugsmith also has opened offices at 9441 Wilshire Blvd., Beverly Hills, Cal.

**YOU'RE
IN...**

**IN
IOWA**



IN 9 OUT OF 10 OF
IOWA'S BEST FARM HOMES

IN THE FARM PUBLICATION
"DEPENDENT ON MOST"

IN THE TOP SELLING MEDIUM
IN THE TOP SELLING MARKET

**LEADERSHIP
by every standard
of measurement!**



Facts and figures prove that Iowa is the nation's top farm market... and that Wallace's Farmer and Iowa Homestead is the top selling medium for measuring market and media, listed below, tell the story. Write us for the reports you want.

1. **COVERAGE:** Check ABC figures in Standard Rate & Data for the breakdown of actual farm coverage.

2. **QUALITY OF READER:** See the study titled "Measuring the World's Biggest Farmer", based on special U. S. census tabulations.

3. **READER TRAFFIC:** Check your Continuing Study of Farm Publications No. 4 for readership facts about both Iowa farm men and women.

4. **READER PREFERENCE:** Send for "InFARmation Please", a study of the information sources of Iowa farmers, based on Iowa State College area sampling survey.

5. **DEALER PREFERENCE:** Tell us the kind of dealer you're interested in and we'll give you the dealers' own answers about the type of advertising they prefer.

When your sales message is in Wallace's Farmer and Iowa Homestead it's in 9 out of 10 of Iowa's best farm homes. It's in the farm publication more Iowa farmers and their homemakers read than any other single medium. More of them read it and rely upon it for more different types of farm and home information than any other publication.

It's your best "in" in this top farm market because the confidence its readers have in their local homestate farm publication naturally has a strong influence on their buying habits.

Farm trade dominates 92% of Iowa towns. So to sell Iowa, sell its farmers. To sell them tell them right in their homes... through Wallace's Farmer and Iowa Homestead.

**WALLACES' FARMER
IOWA HOMESTEAD**

Dante M. Pierce,
Publisher
DES MOINES, IOWA

Burrelles
PRESS
CLIPPINGS

News items, advertisements from
U.S. newspapers and magazines.
BURRELLES PRESS CLIPPING BUREAU
Telephones: 165 Church St.,
BA 7-5371 New York 7

NEW SUBSCRIPTION ORDER FORM

Please enter my Advertising Age subscription for

- | | |
|---|---|
| <input type="checkbox"/> 1 Yr. at \$3 (52 issues) | <input type="checkbox"/> Payment enclosed |
| <input type="checkbox"/> 2 Yrs. at \$5 (104 issues) | <input type="checkbox"/> Bill me |
| <input type="checkbox"/> 3 Yrs. at \$6 (156 issues) | <input type="checkbox"/> Bill my firm |

NAME _____ TITLE _____

FIRM _____ BUSINESS _____

STREET _____

CITY _____ ZONE _____ STATE _____

But send my weekly copies to

HOME ADDRESS _____

FIRST CLASS
Permit No. 95
(Sec. 34.9 P.L.&R.)
CHICAGO, ILL.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in the United States

—POSTAGE WILL BE PAID BY—

Advertising Age

200 E. ILLINOIS STREET

CHICAGO 11, ILLINOIS



Art Directors...Ad Men...all other geniuses!

DON'T MISS THIS **BIG** SHOW



SPEAKER Milt Caniff

If the Dragon Lady, Miss Lace, or Cheetah show up at the award dinner, don't be a bit surprised.

Milt Caniff, creator of "Terry and the Pirates" and "Steve Canyon" is going to do some more creating this night.

Come out and see Milt—the man who gave the comics a fine art touch. (Friendly warning: Better toughen up your hands for a lot of clapping.)

AWARDS Burr Tillstrom

Here's another big reason why it'll be a big evening November 6. The award presentation will be handled by America's TV Puppet King, Burr Tillstrom, assisted by Kukla and Ollie.

This promises to be something unique in award presentations.

Be sure to attend this dinner and see Burr, Kukla and Ollie present the awards. Otherwise, you may have to listen to stories about it for weeks.

AND BIG Sur-Prizes, TOO

Of course, you'll count yourself lucky to be at the dinner. But *you* may be even extra-lucky and carry home one of a number of valuable door prizes. Be sure to hold on to your ticket stub. Bill Miller, Chairman.



Call Phil Dobrofsky at Financial 6-0063 or mail coupon for reservations

Palmer House { **RED LAQUER ROOM** }
 CHICAGO { **Nov. 6 * 6:45 p.m.** }

Phil Dobrofsky, Promotional Arts Inc., 185 North Wabash Ave.
 Chicago 1, Illinois
 Please send me () tickets for the 18th Awards Dinner of the Art Directors Club of Chicago
 Please reserve () tables

Name _____
 Firm _____ Address _____
 (\$6.50 per plate—10 places per table) remit check or money order.

This space sponsored by COLLINS, MILLER & HUTCHINGS, INC.

V
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XUM

Atlantic Signs TV Series

Atlantic Refining Co., Philadelphia, is sponsoring telecasts of the University of Pennsylvania home football games on Station WPTZ, Philadelphia. Atlantic also will sponsor WPTZ-NBC telecasts of the Harvard-Columbia and Harvard-Army games on the two Saturdays that Penn plays away from home. N. W. Ayer & Son, Philadelphia, handles the account.

K&E Signs to Film for Ford

Kenyon & Eckhardt, Hollywood, has signed to produce "To the Future" at the Hal Roach Studios, Hollywood, for showing on the "Ford Theater," TV series. This will be the first feature film produced for the Ford series on the West Coast.

Employee Communications**How to Win Friends Among Your Workers**

By ROBERT NEWCOMB and MARG SAMMONS

Play It Safe

• THE HEAVYWEIGHTS of industrial relations for years have been attempting to determine just why the subject of safety seems to bore shop people stiff. It is absurd but it is painfully true that the average shop employe chafes under the restrictions of the safety laws even though they are designed for his own good. The safety di-

rector is normally a good guy, with a high sense of responsibility and a mild distaste for his role of policeman. Over a working year he saves a lot of human lives and prevents many accidents.

How to tell the story of safety is a continuous baffler to many people engaged in communication with employes. In the opinion of your departmentalists, the National Safety Council hit mighty close to it some years back with the cartoons of Walt Ditzen. Ditzen, who has since turned sports cartoonist and whose button-nosed characters now appear daily in many newspapers, originated safety's "fall guy," a forlorn but lovable little character whose lack of caution and good judgment was

always getting him into trouble. That technique, which shunned ridicule and still made its point, seemed enormously successful, and the best testimony is that Ditzen's stuff—some of it years old—may still be seen in thousands of plants around the country.

• Pepperell Mfg. Co. in Boston, which produces an employe paper called "Pepperell Sheet," appears to have explored the possibilities of the cartoon treatment to teach safety. Each month the publication carries a full-page cartoon by Jack Bliss, and so warmly has the feature been received that Pepperell has now published a special cartoon book, consisting of Bliss's drawings. The book has been sponsored by the company's safety committee, which reports in an introduction that "there has been so much interest shown in the safety cartoons that have appeared in the 'Pepperell Sheet,' we thought you might enjoy having a collection of some of them."

Bliss takes everyday situations

in both the home and the shop, and puts over the safety message without grinding his heel in the worker's face. He is well aware that the cartoon is a great common denominator in any shop, and that if you can make your point and gain a laugh at the same time, you may have improved a safety record right then and there.

The effectiveness of any safety message is hard to measure, just as most devices of communication with employes are hard to measure. But there must be something both good and effective about the device which employes like well enough to want it incorporated into a book for permanent keeping.

Gotham Launches Campaign

Gotham Hosiery Co., New York, is promoting nylon stockings with fractional to full-page ads in the *Christian Science Monitor*, *Glamour*, *Harper's Bazaar*, *Ladies' Home Journal*, *Mademoiselle*, *The New Yorker*, *New York Times Magazine*, *Playbill*, *Today's Woman*, *Vogue* and *Woman's Home Companion*. The campaign, which will run to the end of the year, is expected to reach 22,905,601 readers of these magazines—"one of the largest total circulations ever bought for Gotham." Sterling Advertising Agency, New York, is handling.

Starts Macaroni Drive

Mission Macaroni Co., Seattle, has begun a fall advertising promotion, using 30 dailies in Montana, Idaho, Washington and Oregon, plus TV spots over KING-TV, Seattle. Feature of the drive is a Christmas card premium offer, by which \$1 value in Christmas cards may be obtained for 25¢ and one Mission label. Frank B. Taskett Advertising Agency, Seattle, handles the account.

Perfect Foods Appoints Cox

Perfect Foods Inc., Philadelphia, maker of Tritzels, Chipzels and Sweetzels, has named J. Cunningham Cox Advertising Agency, Philadelphia, to handle all phases of its advertising and merchandising. Television and newspapers in Philadelphia and surrounding areas will be used.

Set Cerebral Palsy Benefit

The Old Gold Original Amateur Hour (ABC, 8-8:45, CST, Thursdays) will move to Chicago for a benefit performance on Nov. 2. Proceeds of the ticket sale will go to the Shady Oaks Camp for cerebral palsy children, Chicago.

Chicago Defender
ABC MEMBERSHIP
OVER FORTY-FOUR YEARS OF LEADERSHIP IN ADVERTISING SERVICE
GEORGE T. HOPEWELL, INC. EASTERN REPRESENTATIVE - 101 PARK AVENUE NEW YORK

*Coming Next Month—***THE FIRST NATIVE-LANGUAGE NEWSMAGAZINE FOR ALL LATIN AMERICA**

Next month a new airborne magazine takes wing to the south. Its twin purpose—to bring Latin Americans for the first time in their native tongues the kind of authentic, broadscale news coverage that the major newsmagazines bring you here in the U.S.—and to offer export advertisers for the first time a single medium through which to blanket the key people throughout Latin America.

WHEN? Every two weeks. First edition in Spanish November 14. Portuguese edition to be announced soon.

HOW? Edited in New York, the news center of the Hemisphere. From films flown from New York, the Spanish edition will be printed in Chile and Texas. Distribution by air within 5 days after closing to 6,000 newsstands throughout Latin America.

WHO? VISION is independently backed by a group of prominent U.S. and Latin American businessmen. William E. Barlow, formerly with Time-International, is the publisher. Edwin Stout, former Assistant Managing Editor of Newsweek and Foreign Editor of the Associated Press, heads VISION's staff of both Latin American and North American journalists—selected for their proven ability in the international news field. Reporters will be stationed in the leading cities of the world. Up-to-the-minute news of Latin America will be covered by roving editors and photographers.

WHY? Latin America's 20 nations have long been laced together by common interests of culture, religion, and languages. Recent industrial and educational advances have stirred in them a new hunger for more complete news about themselves, their neighbors and the world. To the people of Latin America, VISION will bring world-wide news edited to their own interests and printed in their native languages. To advertisers, VISION will offer the first broad coverage of the horizontal executive audience throughout Latin America—the men who own, decide, influence, and buy.

50,000 circulation is the initial guarantee, for details write

VISION, INC. • 231 East 51st Street, New York 22, N. Y.

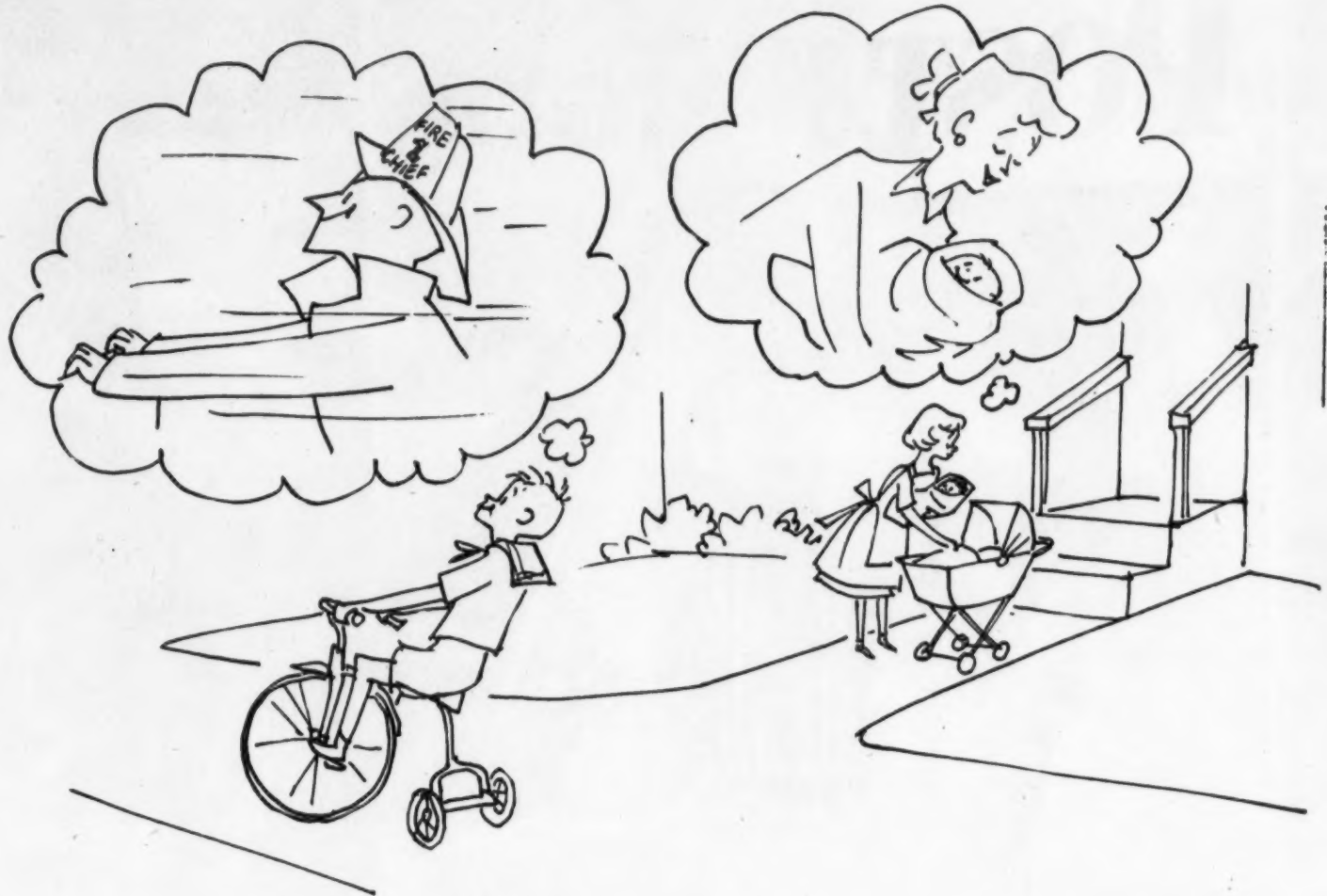
THERE'S CONCENTRATED
**BUYING POWER IN
WINSTON-SALEM**
LOOK AT THE EVIDENCE

June 1950
Bank Debits
\$143,425,000.00
Since June, 1949 An Increase
of
11.4%

The JOURNAL & SENTINEL are the only papers that cover this South's No. 1 state.
The JOURNAL & SENTINEL are the only papers south of Washington offering a Monthly Grocery Inventory—an ideal test market.
The JOURNAL & SENTINEL are the only papers that completely blanket an important, 8-county segment of North Carolina.
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM TWIN CITY
JOURNAL and SENTINEL
MORNING SUNDAY EVENING
National Representatives: KELLY WITH COMPANY

Never Underestimate the Power of a Woman!



At newsstands

LADIES' HOME **JOURNAL**

continues to outsell* every other magazine in the world—currently by over 200,000.

* More newsstand copies bought per issue than *any* weekly or *any* other monthly—ABC averages, 12 months, 1949; first 6 months, 1950.

POST



-gets to the heart of America

Norman Rockwell's paintings have been seen by more people than those of any artist on earth.

His pictures are masterpieces of color, composition and technique. Sure, but that's not why they are so popular.

They are full of wisdom and sympathy and humor and love of life. They go beyond the eye and beyond the brain. They get to the heart.

So it is with The Saturday Evening Post itself, for which Norman Rockwell has painted two hundred sixty-six covers. The Post is a big magazine by any and every measurement. It goes to millions of families. But that isn't why it is so much a part of the American way of life, in every hamlet, in every town, and in every city.

The Post gets to the heart of America. Its readers spend more time with it, and they put more confidence in it than in any comparable publication. It has been that way ever since you can remember, and it is that way today.

As a consequence, American business continues to place more advertising in The Saturday Evening Post than in any other magazine.

Donaldson Outlines Six Selling Steps for Magazine Men

CHICAGO, Oct. 16—Magazine space salesmen can do a better, more efficient job if they will practice six "selective selling" steps, Ben R. Donaldson, director of advertising, Ford Motor Co., told the Agate Club here this noon.



Ben Donaldson

The six steps, he said, consist of (1) concentrating on logical prospects for a particular magazine; (2) determining those in a company who have primary and secondary influence on magazine selection, and then making certain that selling is concentrated in advertising or media departments, and that secondary contacts are made only with the knowledge and approval of the primary group; (3) selecting the proper selling points—"What does Ford need in media?" not, "What can I sell Ford?"; (4) using proper timing, so that sales calls do not conflict with peaks in pressure for the advertiser; (5) do part of the selling job with promotion, being careful, however, to make the promotion relate specifically to a particular industry or a specific company; (6) do a merchandising job which meets the needs of a particular advertiser.

Mr. Donaldson emphasized that "the indirect influences" in a company (or at any rate in Ford) rarely make up a list or insist on changes or additions, and that list-making time is not the time to sell.

At such a time, he said, the advertising executives are under pressure, have little time to listen to presentations, and little willingness to do so. The seeds should have been sown through the year, he said.

In a brief introduction, Mr. Donaldson expressed the hope that magazine publishers would change their minds about cooperating with the Assn. of National Advertisers in developing magazine audience studies, asserting that qualitative figures are badly needed.

Britannica Starts Drive

Encyclopaedia Britannica Inc., Chicago, is launching a new consumer advertising campaign this fall using two-column ads in *Life*, *Newsweek*, *Parents' Magazine*, *The Saturday Evening Post* and *Time*, plus leading media in the educational field. Individual ads will feature the 24-volume Encyclopaedia Britannica and Britannica Junior, the 15-volume reference work for school children. Ads for the junior edition will feature tie-ins with the Quiz Kids and America's "Teacher of the Year." A test

television show has been launched in Chicago (AA, Oct. 9). Wade Advertising Agency, Chicago, handles the account.

Opens Two Export Branches

Independent Pneumatic Tool Co., Aurora, Ill., manufacturer of Thor portable power tools, has organized two export corporations to operate as Thor sales and service branches in western Europe and South America. Thor Tool Continental Inc., Antwerp, Belgium, is headed by Vance G. Turner, Thor western Europe export rep-

resentative. Thor Tool Hemisphere Inc., Sao Paulo, Brazil, is South American headquarters for Donald E. Randall, newly appointed manager.

WOV Increases Schedule

Station WOV, New York, which signs on at 6 a.m., has added three hours to its broadcasting schedule and now signs off at 3 a.m. weekdays, instead of 12 midnight. The time increase enables the station to air its new Ralph Cooper disc jockey show, designed to reach New York's Negro population.

WLW Promotes Harry Folts

Harry Folts, formerly in the New York sales office of WLW, Cincinnati, has been named assistant general sales manager on national and spot business of WLW and WLW-TV, Cincinnati.

Promotes MacQueen to V. P.

Kenneth H. MacQueen has been named vice-president and general production manager of MacManus, John & Adams, Detroit. He has been with the agency almost since its founding.

It's got

IOWA Farm AND Home REGISTER

Get Ready for So...
An Iowa Pig Hatch...
House With Built...

Good-Neighbor Farm Co-op..... Page 3
Self-Saving 'Show-How' Day..... Page 6
Second-Broad Borer Fizzle..... Page 12

PUNCHES sheets and covers of any size or weight, quickly, accurately

BINDS up to 250 books an hour with colorful GBC plastic bindings

BIND THIS MODERN WAY
right in your OFFICE or plant

Add prestige...color...attention-compelling appearance to reports, presentations, catalogs. GBC plastic binding equipment* quickly...easily...economically binds loose pages of all sizes into handsome custom-made booklets. Pages turn easily...lie flat. Complete office equipment costs less than a typewriter...saves 50% over old-fashioned fastener-type covers. Anyone can operate.
*PATENTS PENDING

SPECIAL TRIAL OFFER
Send today for information and 2 handy pocket memo books bound on this equipment. No obligation.

FREE

General Binding Corporation
808 W. Belmont Ave., Dept. AA10-23
Chicago 14, Ill.

Photoengravers Chided for Permitting Plate Making to Get Away from Them

ATLANTIC CITY, Oct. 17—Members of the American Photo-Engravers Assn. were told at their 54th annual convention here that they must mechanize and modernize their methods to meet present demands and keep down costs.

"It is absolutely necessary to develop a more rapid method of producing engravings if letterpress is

to use them with new developments in printing," declared Frank F. Pfeiffer, vice-president of the Reynolds & Reynolds Co., Dayton, and president of the Research & Engineering Council of the Graphic Arts.

Mr. Pfeiffer pointed out that "there is very little that is really new in methods and equipment in

the past 10 or 12 years," while wages and other costs have doubled. As a result, he said, "we are not able to justify our price increases in terms of a better product."

■ The speaker charged that the industry "missed the boat," in permitting offset plate making to become a separate industry. He urged the photoengravers not to make the same mistake with regard to two new developments in the

printing field.

The first, he said, is the manufacture of thin sheet plates for dry offset printing, and ultimately for sheet-fed rotary letterpress printing. In his plant, he reported, using dry offset on standard presses has increased production 20% over usual planograph offset runs.

Another field on which the photoengravers should focus attention, Mr. Pfeiffer asserted, is "the ultimate need for original

engravings that will stem from new photo-typesetting and typographic copy preparation devices."

W. W. Watts, vice-president in charge of the engineering products department, RCA Victor, Camden, N. J., announced that RCA has signed an agreement with Interchemical and is seeking to perfect the process. The ultimate aim, he said, is "to put last Saturday's paper in full color."

Spencer Promotes Two

Spencer Chemical Co., Kansas City, Mo., industrial and agricultural chemicals, has promoted Joe E. Culpepper from assistant general sales manager to general sales manager. He succeeds John R. Riley Jr., who has been elected vice-president in charge of sales.

Mails Pocket-size Report

Pillsbury Mills Inc., Minneapolis, has mailed a pocket-size news and pictures annual report to those of its stockholders who were unable to attend the 1950 annual stockholder meeting.

FACTS Appeal

SAY IOWA'S TOP FARM FAMILIES

Proof

In a recent independent survey conducted by Publication Research Service, readers were asked if they "found helpful and practical information in the IOWA FARM and HOME REGISTER." Below are the enthusiastic "Yeses" on just a few typical subjects:

MEN

% who found helpful information

Farm Equipment articles 81%
Crops and Fertilizer information 77%

WOMEN

Food Preparation articles 92%
Sewing information 86%

MEN AND WOMEN

Farm and Home Building Improvements M 65% W 69%
Poultry Feeding and Management articles M 57% W 55%

Every page of every issue of the IOWA FARM and HOME REGISTER is keyed to the special interests of Iowa farming—the world's wealthiest farm market.

No wonder *more* rural Iowa families *read* it and *depend* on it for practical, down-to-earth farming help. It's their own "business paper," serving only them.

In rural Iowa, no other paper gives you coverage as great. No other does the big 3-way job of the IOWA FARM and HOME REGISTER: *more* rural circulation (7 out of 10 Iowa farm families) . . . *More* coverage of non-resident farm owners living in Iowa's towns and cities (4 out of 5) . . . *more* farm dealer coverage (4 out of 5).

If you want to make the *most* of this *best* farm market—the *one* sure way of doing it is through the IOWA FARM and HOME REGISTER. Reaches 253,000 rural Iowa families 13 *Sundays* a year—the days busy farm folks have the most time to read and plan their buying. Delivered as a part of the Des Moines Sunday Register to full circulation—now over 540,000.

See the proof of greater coverage, readership and longevity of the IOWA FARM and HOME REGISTER. Phone or write today!

YOUR ADS ARE BEST READ IN

Reaches MORE rural Iowa families than any other farm magazine or newspaper.

Represented by:

Osborn, Scolaro, Meeker & Scott
New York, Chicago, Detroit, Philadelphia

Doyle & Hawley
Los Angeles, San Francisco



MORE advertisers

are making

MORE sales

through

The Wall Street Journal.

Our 17.2% lineage gain (first 9 months, 1950)

indicates

how responsive

Journal readers are to

Journal advertising,

and how responsive

Journal advertisers are

to The Journal's

service to its readers.

If you advertise to business,

The Wall Street Journal

should head your list.

THE WALL STREET JOURNAL

Published at

44 Broad Street
New York, New York

415 Bush Street
San Francisco, California

911 Young Street
Dallas, Texas

Page 12
Page 21
Page 28

Ferguson Names Trethaway

Charles L. Trethaway has been appointed export sales manager for Harry Ferguson Inc., Detroit farm machinery company.

Jay Berry Joins BSF&D

Jay Berry has joined the radio and television staff of Brooke, Smith, French & Dorrance, Detroit.

WTAG Names Edward Quinn

Station WTAG, CBS outlet in Worcester, Mass., has named Edward W. Quinn in charge of sales promotion and research.

It's a natural!

A NATURAL FOR CANASTA PLAYERS

... and a "natural" when it comes to winning sales results too! These Ranch & Farm News aces mean high score for every advertiser!



OVER 200,000 CIRCULATION
★
WITH 80,000 RESIDENTIAL RANCH & FARM SUBSCRIBERS!

* RANCH & FARM NEWS sells the folks who produce ...

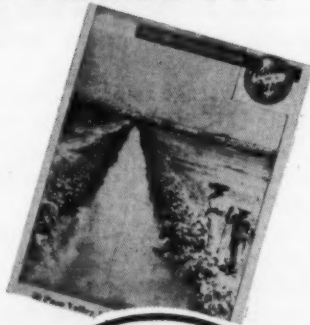
682,986 Swine	43.2% of Tex. total
6,023,268 Sheep	70.1% of Tex. total
22,897,966 Poultry	81.5% of Tex. total
4,603,064 Cattle	53.6% of Tex. total
501,625 Dairy Cows	50.6% of Tex. total
1,611,072 Bales of Cotton	63.5% of Tex. total
191,992,826 Bushels of Grain	74.3% of Tex. total

(Figures Compiled from Texas Almanac)

Check These Figures in the Territory Served by Star-Telegram Ranch and Farm News

Effective Buying Income (1949)	46.1% of Texas	\$ 3,813,968,000.00
Food Sales (1949)	48.1% of Texas	651,234,000.00
Drug Sales (1949)	52.2% of Texas	115,221,000.00
General Merchandise Sales (1949)	59.6% of Texas	495,925,000.00
Furniture—House—Radio (1949)	44.3% of Texas	128,563,000.00
Civilian Population (1949)	44.4% of Texas	3,328,600
Gross Farm Dollars (1949)	41.6% of Texas	1,173,165,000.00

Above figures copyright 1950, Sales Management Survey of Buying Power. Further reproduction not licensed.



The FORT WORTH STAR-TELEGRAM

AMON G. CARTER publisher
I. E. McWHIRTER advertising mgr.
Ranch & Farm News

LARGEST CIRCULATION IN TEXAS
Without the use of contests, schemes or premiums
"Just a Newspaper"

WRITE TODAY!
FOR DATA FOLDER
AND COVERAGE MAP

The Creative Man's Corner

This advertisement for Fire Prevention Week is sponsored, so it says, by "the stock fire insurance companies, their agents and brokers, through the National Board of Fire Underwriters." This aggregation, so it would seem, would be most interested in preventing fire—not only during the week of Oct. 8 to 14, but all year long.

And it is. For the copy says, "Fire takes 10,000 lives every year. Most of these tragic deaths are needless. Carelessness and ignorance too often are responsible. Do your part ... help to make every week Fire Prevention Week."



But how does one do his part? The ad doesn't make this quite clear. Indeed, it's quite possible the half-page ad, in black and white, for Hero fire extinguisher, will do more in this direction than the National Board's full page in two colors. For the Hero ad acquaints you with what actually happens, where it happens and what you can do about it—and for how much. In fact, The Corner finds this Hero ad just about perfect from every standpoint of good advertising.

The answer may well be, of course, that there's just one company to satisfy with the Hero ad—Bostwick Laboratories. And Bostwick has to sell goods. Get an association on the reviewing end of a campaign and their result is usually what you find in the National Board ad—a harmless but completely ineffective statement of generalities.

Bennett's Starts Ad Drive

Bennett's chili sauce, Recipe Foods Inc., Baltimore, is starting its first nationwide magazine campaign this fall. Insertions, beginning in *This Week Magazine* Nov. 5, also will appear in *Good Housekeeping*, *Life* and *The Saturday Evening Post*. A supporting schedule in trade publications includes *Chain Store Age*, *Progressive Grocer* and *Super Market Merchandising*. Bennett's will continue local promotion of its "twin-troductory" package (AA, May 1). S. A. Levynne Co., Baltimore, directs the account.

Offers PR Guide

National Publicity Council for Health and Welfare Services, 257 4th Ave., New York, has published "Public Relations Programs—How to Plan Them," by Sallie E. Bright, executive director of the National Publicity Council. The manual analyzes the basic elements in planning toward a two-way partnership between the public and a social service, health, educational, recreational or civic organization. Price is \$1.

Publishers Elect Walser

Frank Walser, co-publisher of the *Plain Speaker* and *Standard-Sentinel*, Hazleton, Pa., has been elected president of the Pennsylvania Newspaper Publishers' Assn. H. E. McMurray, publisher of the *Jeffersonian Democrat*, Brookville, Pa., has been elected vice-president in charge of the association's weekly newspaper division. Richard A. Swank, publisher of the *Record*, Duncannon, Pa., has been elected secretary-treasurer.

Issues Management Book

The management division of the American Society of Mechanical Engineers, New York, has prepared "Small Plant Management," a 499-page guide to modern on-the-job management techniques. Published by McGraw-Hill Book Co., the book shows how small plants fit into the economic picture, how they are set up and operated and the over-all opportunities for small plants both here and abroad.

Arthur Bellaire to Maxon

Arthur J. Bellaire, formerly with Batten, Barton, Durstine & Osborn, has joined the New York office of Maxon Inc., as a radio and television copywriter.

Sets Packaging Contest

Variety Merchandiser, New York, is now accepting entries in its 15th annual packaging contest for new or redesigned 1950 packages. Entry blanks may be secured from the publication at 192 Lexington Ave., New York. Contest closing date is Jan. 31, 1951.

PLAYTHINGS
national magazine of the toy trade

AMERICA'S FOREMOST TOY TRADE Magazine

Only ABC Toy Paper
Oldest in Field
Leads in Lineage

Write for New Market
Data Folder
MCCREARY PUBLISHING
71 W. 23rd N. Y. 19

Ralph Nicholson Buys 'Independent' in St. Petersburg

TAMPA, Fla., Oct. 17—Ralph Nicholson, co-owner of the Tampa Daily Times, and former publisher of the New Orleans Item, has completed negotiations to purchase the St. Petersburg Evening Independent, published across the bay from Tampa.

Mr. Nicholson said he and Chauncey Brown, owner and publisher of the St. Petersburg paper, have "completed an agreement which amounts to a sale contract." The price was not revealed, but informed sources said it was somewhere around \$1,000,000.

Mr. Nicholson emphasized that the purchase does not in any way involve the Tampa Times, and that no changes in policy are contemplated for either publication. He will make his home in St. Petersburg.

The new publisher resigned as general manager of the Tampa Times (in which he had purchased an interest in 1933) to purchase the New Orleans Item in 1941. Rebuilding that publication, he sold it to the David Stern family (former publisher of the Camden Courier and other publications) in June, 1949, and went to Europe as U. S. director of public affairs under John J. McCloy, U. S. high commissioner for occupied Germany.

The St. Petersburg Independent, famed for its practice of giving its papers away on every day on which the sun does not shine, is published six afternoons weekly and has a circulation ranging from 20,000 in the summer months to about 35,000 during the winter season.

Coffee Bureau Forms Council

The executive committee of the Pan-American Coffee Bureau, New York, has voted to form a new Technical Advertising Council to consult with the bureau on all phases of its advertising work. The new council, which will work with the bureau in an advisory capacity, will be composed of eight members appointed by the executive committee of the bureau.

Opens National Headquarters

Catholic Press Assn. of the U. S. has established national headquarters at 120 Madison Ave., New York 16. James F. Kane, executive secretary of the group, has been named director of the New York office.

Starts Air Mail Edition

Motion Picture Daily, published by Quigley Publishing Co., New York, has started an air mail edition. The new edition, published on Tuesdays, has as its slogan, "Today's News Today."

'Newsweek' Shifts Paulson

Bill Paulson has been added to the New York sales staff of Newsweek. He was formerly manager of the advertising service department.

Russell Baker Joins KGO-TV

Russell Baker, formerly production manager for WOW-TV, Omaha, has been appointed producer-director in charge of studio telecasts for KGO-TV, San Francisco.

Joins 'Seattle Times'

Clarence W. Sherman, formerly personnel officer of Puget Sound Power & Light Co., Seattle, has joined the Seattle Times as assistant business manager.

Hoffman Appoints Burns

Edward Burns, formerly production manager of McCreery Inc., Beverly Hills, Cal., has been named production manager in the advertising department of Hoffman Radio Corp., Los Angeles.

Bourne Joins Atherton

Humphrey M. Bourne, formerly with H. J. Heinz Co., has joined the Atherton Advertising Agency, Los Angeles, as copy chief and director of merchandising.

Prints Marketing Cases

Funk & Wagnalls Co., New York, has published "Case Histories of Successful Marketing," by Hector Lazo, adjunct associate professor, Graduate School of Business Administration, New York University.

Ann Bliss Joins Vladimir

Ann F. Bliss, formerly with the Johnson Advertising Agency, has joined the copy staff of Irwin Vladimir & Co., New York.

**THERE'S
NO
BUSINESS
LIKE
CYCLES**



And no dips in this fast-climbing sales chart. Year in and year out, there's peak demand only in the burgeoning boy market for bicycles. Today—

83.6% of all BOYS' LIFE Subscribers own bicycles!

An amazing figure? Sure. But only one of many uncovered by the BOYS' LIFE 1950 Survey.

For smooth, easy riding on the road to sales, take a tip from these bike (and accessory) advertisers in BOYS' LIFE:

- Arnold Schwinn
- Bendix Eclipse
- Cleveland Welding Co.
- Delta Electric Co.
- Diamond Chain
- New Departure

- Goodyear Tire & Rubber
- Raleigh Cycle
- Stewart Warner
- U. S. Rubber Co.
- Westfield Mfg. Co.

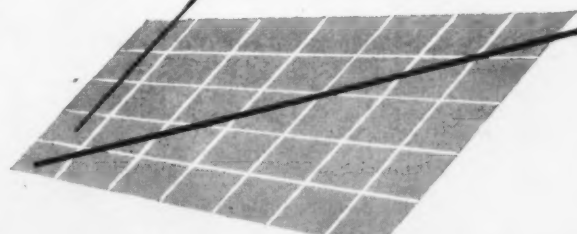
Roll up your sales in '51 and coast home in high gear with BOYS' LIFE: the national magazine for boys.

Pack boy power in your '51 schedule with

Boys' Life



A great selling force in the boy market read by 1,800,000 boys each month.



PUBLISHED BY THE BOY SCOUTS OF AMERICA, 2 PARK AVENUE, NEW YORK 16, N. Y.

READ...

"30 Ways to Dress up the Bathroom"

• \$1.00 gets you \$2.00 that you'll find practical ideas for your own home—PLUS usable advertising and selling ideas in "Sales Appeal in the Bathroom" starting on Page 26 of PRACTICAL BUILDER for October.

October issue

"PRACTICAL BUILDER"

5 South Wabash Ave., Chicago 3



New York
has
the
twin

700,000 PREFER THE NEW



MORE CUSTOMERS FOR YOU
Journal - American Is Top
Home-Going Newspaper

YOUR STO
MORE THAN

PREFERRED SHARES IN NEW YORK MARKET

The Journal-American delivers
"extra dividend" coverage in New York's
higher-income areas

IF you want to put your advertising dollars to work most profitably in New York, invest them in the buying plans of New York's largest evening newspaper audience.

The prospectus is clear. More than 700,000 families read the Journal-American every evening . . . far more than can be reached by any other evening newspaper. In fact, 4 out of every 10 families that buy a metropolitan evening newspaper read the Journal-American.

More than that, the Journal-American delivers preferred coverage. In 42 of New

York's 62 higher-income districts—according to a new analysis by another New York paper—the Journal-American substantially leads all other evening newspapers. And, according to the latest A.B.C. audit, the Journal-American sells more newspapers in New York's 8 best suburban counties than all other metropolitan evening papers combined.

You invest in *quality-coverage* as well as *quantity-coverage* when you advertise in the Journal-American. The result? Extra dividends in volume sales!



Journal NEW YORK American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

He heard from the TOP BRASS, themselves!

This fellow wanted a job at a salary well up in the five-figure brackets, and he didn't want to cool his heels in reception rooms looking for it. So he ran a classified ad in ADVERTISING AGE's "Advertising Market Place."

Results? He says: "I can't recommend ADVERTISING AGE too highly for the splendid response. I got over a dozen inquiries and with one exception they all came from either the presidents or the executive vice-presidents, indicating that ADVERTISING AGE is routed to the top men first!"

He's right: To reach the men who make the decisions, tell your story in ADVERTISING AGE's classified columns—the "Advertising Market Place." Rates are low, results are tops!

Information for Advertisers

No. 3768. A Seven-State Western Farm Market.

This ready reference summary of market and media data of the Sure Crop Area served by Western Farm Life is offered by Katz Agency Inc. Included are a section describing the seven-state market, with a table showing sources of farm income; a county breakdown of the publication's circulation, as well as a chart showing coverage levels; lineage figures; editorial features and merchandising services offered by the publication.

No. 3770. Philadelphia Automotive Facts.

This study, the eleventh in a series published quarterly by The Philadelphia Inquirer, covers passenger and commercial vehicle sales in the Philadelphia retail trading area for the first six months of 1950. It presents, in table form, sales according to make and sales area as compared to those in the same period of 1949. Total new passenger car sales in the Philadelphia market are listed for the first six months of each year from 1947 through 1949.

No. 3771. Sales Ideas to Move Merchandise.

How Poster Products Inc. builds sales ideas to move merchandise for national advertisers is told and illustrated in this new folder issued by the company. Illustrations offer ideas on the use of functional display cases, medium and giant size exhibits for point of sales advertising. A summary of the various services offered advertisers is included.

No. 3772. Information on Uses of Lithography.

The W. A. Krueger Co. has issued an attractive brochure explaining the process of offset lithography and its advantages. It offers a pictorial tour of the entire plant, showing the various

steps a job goes through before completion. Examples of various types of lithography are illustrated, as well as some of the services offered by the firm.

No. 3774. Advertising Specialties.

Twenty-eight different advertising specialties which can be imprinted with company name or sales message and distributed as sales reminders, Christmas gifts or as premiums are illustrated in this kit offered by Federal Tool Corp. Each item is illustrated on a loose sheet and punched for filing in a standard binder. Product information as well as individual and quantity prices are included.

No. 3777. Market and Media Data on Textile Industries.

An outstanding job of presenting basic market and media data on the textile manufacturing industry has been done by Textile Industries in this attractive brochure. Prepared according to NIAA recommended outline, it makes use of numerous graphs to give readers important facts about the field and the publication.

No. 3778. U. S. Market for Overseas Goods.

This booklet prepared by J. Walter Thompson Co. offers valuable assistance to overseas manufacturers interested in selling the U. S. market. It contains information on the nature and size of various U. S. markets, distribution and merchandising and advertising planning.

No. 3780. Denver Station Audience Comparisons.

This folder presents maps and statistical data for Station KOA, Denver, compiled from the official Broadcast Measurement Bureau Report of Study No. 2, showing the station's coverage of the mountain-plains market.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted—please print or type)

NAME TITLE
COMPANY
ADDRESS
CITY & ZONE STATE.....

THE ADVERTISING MARKET PLACE

Rates: 75¢ per line, minimum charge \$3. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$11.25 per column inch. Regular card discounts, size and frequency, apply on display.

HELP WANTED
PERSONALIZED SERVICE
We have clients looking for outstanding individuals in Merchandising, Advertising, Sales Promotion and Management.

WRITERS, PUBLICITY, PUBLIC RELATIONS, MEDIA, ART AND PRODUCTION TALENT.

THE HONES COMPANY
14 E. Jackson Blvd., Chicago 4, Ill.
CAB CARD Advertising Salesman needed for Chicago. Age 30 to 50. Selling experience. \$400 to \$500 per month. Rush written details and photograph to
Box 3398 ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

Copywriter. Female. Retail. \$350 mo. Advertising Agency

GEORGE WILLIAMS-PERSONNEL
209 S State St., Ha 7-2063 Chicago 4

COPYWRITER-IDEA MAN
Here is an excellent opportunity for a man, age 25-35, who has had several years' experience in creating circulars, mailings and the complete range of promotional material in the direct mail and direct selling field. Interesting work and good starting pay with unusually fine chance for advancement in position and income. Pleasant business association with largest organization of its kind in the South. Live in friendly, medium-sized southeastern city. The man we want is probably at present employed as an assistant to Sales Manager in a mail order or direct selling business. Write in strict confidence, outlining past experience and including samples of work. Send photo. MANUFACTURER.
Box 3425, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

INDUSTRIAL WRITER-ENGINEER
Market Research Agency exp. \$3000
Account Executive. Salary Open
Layout Artist—production. \$3000

SHAY AGENCY
30 W. Washington Chicago 2, Ill.

Opportunity for Artist
Versatile, experienced advertising artist who can art direct, supervise production for small, sound AAAA agency in a growing, friendly southwestern city. Not an easy job, but real opportunity for man or woman with ambition, talent, some executive ability who wants to live in the sunny southwest and make important place for himself with progressive agency. Man must be draft exempt. Reply promptly in full detail to
Box 3427, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Copywriter-Top agcy. Pkg. gds. exp. Open Copy Contact Aee-Nat. agcy. exp. Open Public Relations-Expert writer. Food mfr. background. Know economics. \$7000
Research Mgr.-Top agcy. Consumer-cosmetic exp. required. Start \$5000
Pub. Relations-Trade edit. exp. Handle trade convention details. \$4200
Home Ec Grad-Know food testing. \$2700

Ask for ELINOR KENT
MONARCH PERSONNEL

TECHNICAL COPYWRITER—For instruction manuals, industrial sales brochures and bulletins. State experience, education, personal history, salary. Be willing to live in Indianapolis. Interviewing in Chicago.
Box 3428, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON
ADVERTISING & PUBLISHING PERSONNEL

All types of positions for men and women 185 N. Wabash Fr-2 0115 Chicago
COPY AND CONTACT MAN with farm equipment experience or strong agricultural background. Permanent job in N. Y. with AAA agency. Industrial copy experience also desirable.
Box 3433, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

POSITIONS WANTED
Advertising Space Salesman College graduate. Forceful public speaker. Go-getter for new business. Widely experienced in Middle West. Draft exempt.
Box 3408, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Artist, good letterer, exp. mech., some layout, perm. pos., freelance. NYC pref.
Box 3430, ADVERTISING AGE
11 E. 47th St., New York 17, N. Y.

SALES TRAINING MANAGER TELEVISION - RADIO

Television-radio manufacturer (Chicago) has interesting opportunity for man who knows how to sell at retail. He will be responsible for production of films, charts, bulletins; working with a training agency. Also capable of talking to sales groups. Training program has been inaugurated, requires supervision. Write complete details of experience and income.
Box 7729, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING MAN WANTED

Unusual opportunity for ambitious young man in advertising department of nationally known Chicago tool manufacturer. Should have photography experience, enjoy travel. Journalism or advertising training helpful. Wonderful opportunity for advancement plus good starting salary. State fully background, salary desired, etc.
Box 7727, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

ARTIST—with all round experience in Adv. Agencies and Art Studios in Chicago and N. Y. Layouts that click. Have idea for hot T.V. show.
Box 3428, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING ASSISTANT or mgr.—Mature seasoned self-starter seeks new future. Now Chgo. null rep. for top farm & ap. Like good spot with firm, agcy, pblsr., in creative-planning-research-sales promotion job. 3 yrs with publishers. 2 yrs pub. rel., small daily exp., Mo. U. grad., draft exempt. Married, 37, can relocate. \$4500 minimum.
Box 3431, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

REALISTIC AD-MAN SPECIALIZING IN OUTSTANDING COPY
15 years sound advertising and popular magazine writing. Versatile... Fresh... Effective. Salary important; but so are interesting job, challenging prospects.
Box 3432, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Editorial-Publicity work. 5 yrs. exp. Able writer, coll. educ., vet. 37, empl. 200 E. Illinois St., Chicago 11, Ill.
Box 3434, ADVERTISING AGE

Copywriter or Adv. Asst. has 2 years exp. with newspaper, catalog and mgr. Also publicity. B.A. in Adv. Draft exempt. Box 3435, ADVERTISING AGE 200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES WANTED

SALES REPRESENTATIVES
Established motion picture producer wants a qualified representative in New York, Chicago and San Francisco to sell all types of motion pictures to advertising agencies and industrial concerns. Liberal commission and expense account. Write detailed qualifications to
Box 3429, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS

WEB ROTARY OFFSET
We specialize in Long Runs (100M and up) Newsprint circulars up to 4 colors, full page, tabloid or quarter page folded on press. Dealer imprints made without stopping presses. Catalogs—paste bound on press up to 48 pages, stitched up to 98 pages. Write for samples and prices.
MIDWEST PRINTING COMPANY
2037 University Avenue S. E.
Minneapolis 14, Minnesota

30,000 HIGH SCHOOL NAMES, Hand addressed on gummed labels, ready for mailing. \$7.50M. Also elementary schools. Write: Style-Rite Products, 4534 Broadway, Chicago 40, Ill.

REPRESENTATIVE for complete Point-of-Sale Advertising Service

A few territories are open in our nationwide sales setup for men who can sell point-of-sale advertising. Our nationally-adapted display materials—including unique, exclusive MYSTIK—will open doors for you with advertising buyers of every size. You will be backed by a live-wire home office organization, powerful sales promotion and advertising, and complete facilities for creating, producing and distributing printed cardboard displays of every kind, pennants, window trim, outdoor fiber and cloth banners and a complete P.O.P. line. Write in full qualifications and lines now carried.
CHICAGO SHOW PRINTING CO.
2625 N. Kildare Avenue, Chicago 39

WANTED ARTIST

Are you a young man or young woman with perhaps not too many years of art experience behind you—with a definite flair for layout—and yet feeling that you are stymied behind people of long experience in your present location? If so we have a spot in a small art department for you. You will operate close to management being taught those valuable things that can only be gotten by contact with experience, be able to see your work through to final stages and have an opportunity to develop many of your own ideas under particularly pleasant working conditions. Give complete information on education, personal qualifications, age and experience. Address replies to
Box 7728, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING REPRESENTATIVES

New and growing weekly newspaper on Govt. procurement and small business is seeking representatives throughout the country on commission basis. Excellent opportunity for alert individuals or agencies acting as publisher's representatives who are able to provide good area coverage for maximum business. High commissions and unlimited sales potential make this a sky's the limit proposition for top-notch space salesmen. Give complete details first letter. All replies confidential.
Box 7732, Advertising Age
11 E. 47th St., New York 17, N. Y.

Settel Writes New Book on 'Effective Retail Advertising'

New York, Oct. 18—In writing the new volume, "Effective Retail Advertising," Irving Settel had two objectives:

1. To provide a guide for the promotional activities of the small merchant.
2. To produce a comprehensive text for the student of business and retail advertising.

Mr. Settel, advertising manager of Concord Clothes Inc., a men's wear chain, and an instructor in retail advertising at Pace College, New York, has done an excellent job in achieving his selected objectives.

He has divided the volume into three general sections: the elements in the making of an ad; media, services and publicity, and formulating and implementing an advertising plan. Two appendices provide a retail ad glossary and discuss postal regulations for the retailer.

Mr. Settel writes in a terse, lucid style. He has sought, successfully, to eliminate superfluous facts and verbiage. And while admen may occasionally feel that he has over-simplified his presentation, the important information is presented so that both retailers and students of retail advertising can put the suggestions to work quickly and easily.

In his chapter on advertising budgets, he says that "advertising appropriations should be geared to sales objectives." Admitting that this is sometimes difficult, he nevertheless insists: "A certain sales potentiality must be determined, however. This will be a guide. It will show you the way to ascertain a budget for promotion. This amount may vary from 1% to 5% of proposed net sales. Naturally, it will depend upon a number of factors, including the potential of the town, the store, the optimism and faith of the retailer."

Throughout the volume, Mr. Settel emphasizes the importance of planning retail advertising—an important factor that retailers frequently overlook or ignore. And he lists a number of tested ideas for stimulating business. The volume is published by Fairchild Publications. The price is \$4.75.

BENDER DISCUSSES LEADERSHIP ABILITY

New York, Oct. 17—James F. Bender, director of the National Institute for Human Relations and instructor at Columbia University, has published a new self-help manual, "The Technique of Executive Leadership."

The volume covers techniques for self-analysis, streamlining thought processes, improving reading techniques and conducting interviews and conferences. McGraw-Hill Book Co. is the publisher. The price is \$3.50.

Ross Advertising Moves

Offices of John William Ross Advertising Agency, San Francisco, have been moved to 821 Market St.

WHOD Names Interstate

WHOD, Homestead, Pa., has appointed Interstate United Newspapers as its national representative.

DISPLAY SALESMEN

Sell full color, 3-dimensional, animated bank displays on yearly basis. Liberal commissions. Opportunity to build large annual income. Exclusive territories available. Write Box 7730, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

Bakers Told Plan for \$1,000,000 1951 Promotion

CHICAGO, Oct. 18—Plans for a \$1,000,000 advertising, public relations and consumer education campaign on bread and other bakery goods were outlined at the American Bakers Assn. convention here last week.

Walter H. Hopkins of Chicago, director of the Bakers of America promotion, indicated that the advertising portion of the program for 1951 will get under way in March, with *Better Homes & Gardens*, *Good Housekeeping*, *Ladies' Home Journal*, *Look*, *The Saturday Evening Post*, *True Story* and *Woman's Home Companion* on the magazine list.

The over-all promotion of bakery products will include a campaign on bread, a separate drive boosting other baked goods, a public relations and merchandising program, and a consumer education campaign. Foote, Cone & Belding handles ABA advertising.

Color pages in national magazines next year will be similar in many respects to the ABA copy which ran this year. The program is set up on a two-year basis and is financed jointly by ABA members.

The ads plugging bread will stress the idea that it is an ideal food for children and an economical buy. Full-color illustrations will show the product in use, and all copy will carry Bakers of America identification and a reminder that 1951 is the tenth anniversary of enriched bread.

Copy in the campaign for other baked goods will include a cartoon strip, with situations designed to emphasize the argument that home baking is a waste of time and effort since baked products are available from retail bakeries, grocers or home delivery salesmen. The same media will be used, with the exception of the *Post*.

Third phase of the advertising campaign (ads account for about \$600,000 of the \$1,000,000 budget) will be a separate promotion celebrating the tenth anniversary of enriched bread and restating the case for enrichment. This part of the program still is in the planning stage.

The ABA also will seek to stimulate tie-ins with other food advertisers during 1951. This year, such advertisers as Campbell Soup Co., Armour & Co., H. J. Heinz Co., Swift & Co., Derby Foods, Kraft and Planters Nut & Chocolate Co. ran ads featuring bakery goods along with their own products.

Merchandising support for the program is expected from wholesale grocers and voluntary groups of food brokers, who this year distributed more than 250,000 posters and encouraged food dealers to set up related item displays.

Early in the convention, ABA members gathered for the dedication of the American Institute of Baking's new \$1,168,000 building here. The structure is designed to house educational and research facilities of the industry and was financed by all segments of the industry, through the American Bakers Foundation.

George H. Coppers, president of National Biscuit Co., outlined a series of problems facing the baking industry and suggested that the association and its members step up their efforts to find solutions.

Among the problems mentioned by Mr. Coppers were the follow-



SEASONAL—This fall display for Gallagher & Burton's Black Label (William Jameson & Co.), featuring a hunter, his two setters and their trainer, includes a touch of realism. Around the trainer's neck hangs an actual plastic whistle on a beaded chain. Pictures of famous hunting dogs form the side pieces. The display was created by A. C. Ebbeson, ad manager.

- ing:
1. Per capita consumption of flour decreased 12% between 1940 and 1949 and is far below per capi-
 2. A more satisfactory measurement of flour quality is needed.
 3. The industry currently has

difficulty in producing uniform doughs. Mr. Coppers suggested that some form of automatic continuous mixing of dough may offer a solution.

4. He also urged improvement in market research techniques, to determine what additional types of baked products consumers desire.

Appoints Bollinger

Milton F. Bollinger, formerly assistant personnel director of W.T. Grant Co., has joined the executive editorial staff of Variety Merchandiser Publications, New York. He will work in the *Variety Merchandiser's* film training division and act as editorial consultant in the publication's training program.

Two Join Washington Agency

Robert L. Edens Jr., formerly with Fuller & Smith & Ross, has joined the copy staff of Kal, Ehrlich & Merrick, Washington. Charles J. Miller, formerly with Gertz Department Store, also has joined the copy staff.

To Ley & Livingston

Norfish Sales Co., Oakland, Cal., canned and fresh frozen shrimp distributor, has named Ley & Livingston, San Francisco, as its agency. Newspapers will be used.

Fisher Agency Moves

David E. Fisher Advertising Agency, located in New York for 15 years, has moved to a new plant in Towanda, Pa.

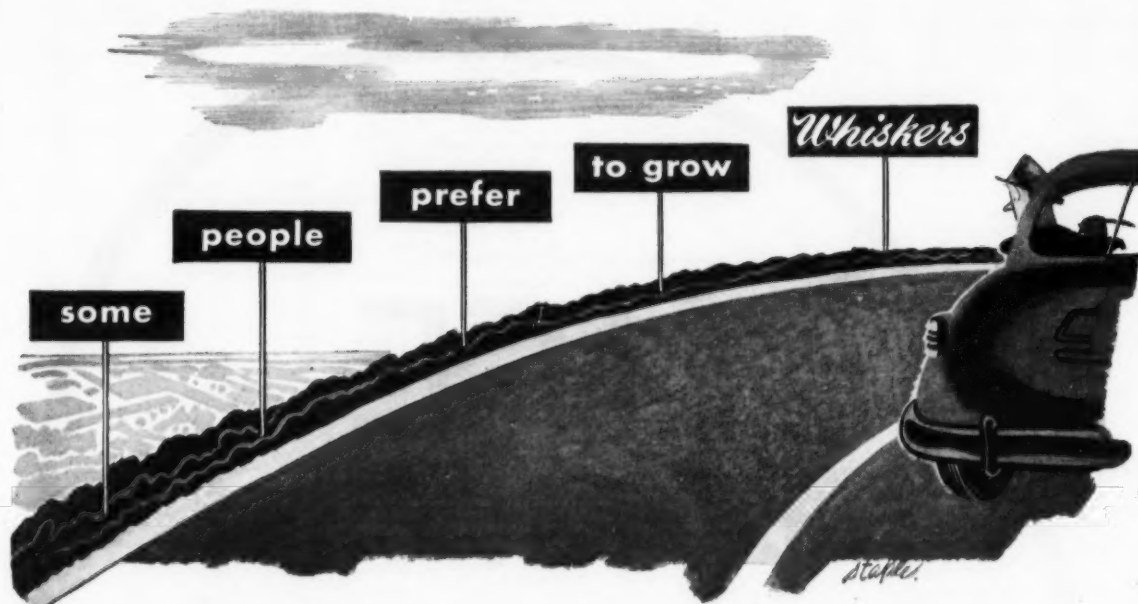
Want to Fall in Love with 1,000,000 Women?

Here's your chance to reach the members of Aunt Ellen's nationally known needlework club. The WORKBASKET is their bible. A fabulous market... numbering over 1,000,000 home-makers who control the purse strings... available to advertisers for the first time. Exciting success stories and sample copy. Send your letterhead...

AUNT ELLEN'S

Work Basket

428 Handcraft Building, Kansas City 16, Mo.



It's a long time between shaving cream sales in the land of the Two-Days' Growth. In one such group of states annual shaving cream expenditure per thousand families totals only \$165—against \$325 per thousand families, or just about double, in another group of states where social and occupational pressures make shaving a daily affair.

And there are variations within variations, too, in the popularity of pre-shave preparations—in one region, brushless shave cream leads lather by \$179 to \$46 in annual consumption per M fam., while in another, it's lather over brushless by \$120 to \$59.

It's not enough to pick markets on the basis of income or population alone these days—no matter what you make or sell. People just don't behave like statistics—even the weather influences their tastes and habits. And knowing the reasons for variations in market potential can be an indispensable asset as competition increases and sales grow tougher.

When it comes to advertising, there's one medium, the daily newspaper, which varies with the variations—fits each market as if it were built for it (which in fact, it is). It works on the principle that all advertising—like

All Business—Is Local

Bureau of Advertising of the American Newspaper Publishers Association, Inc. is in business to help you make your advertising more productive. Call or write us at 570 Lexington Ave., New York 22; 360 North Michigan Ave., Chicago 1, or 240 Montgomery St., San Francisco 4. Or ask for your copy of the booklet, "Services Available to Advertisers."

Sponsored by the Newark News, Newark, N. J. in the interest of more effective advertising.



ALL BY ITSELF

South Bend's geographical location frees it from the influence of other markets. "Test Town, U.S.A." is self-contained, self-controlled, self-sufficient. The people who live here, buy here—not elsewhere. They are guided by one newspaper—and only one. You can't beat this single-newspaper, single-market combination for tests you can trust! Get all the facts. Write for free market data book entitled "Test Town, U.S.A."



STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

Starts Christmas Drive

Brown-Forman Distillers, Louisville, will spend more than \$100,000 to introduce its Old Forester Christmas gift decanter in a magazine, newspaper and trade press campaign which began Oct. 16. Media include: American Magazine, Collier's, Cosmopolitan, Cue, Esquire, Fortune, Gourmet, Holiday, Life, Redbook, The New Yorker, Time, Town & Country and U.S. News & World Report. Metropolitan and local newspapers and liquor trade publications also will be used in the introductory phase. Ruthrauff & Ryan, New York, is the agency.

Felt & Tarrant Ups Koch

Albert N. Koch has been named general sales manager for domestic sales of Felt & Tarrant Mfg. Co., Chicago, manufacturer of Comp-tometer adding-calculating machines. For the past nine years he has served as assistant to the president and vice-president in charge of production. Donald Klein, manager of the company's Brooklyn office, has been appointed Mr. Koch's assistant in Chicago, effective Nov. 1.

\$250,000 Ad. PR Campaign for Men's, Boys' Wear Planned

NEW YORK, Oct. 17.—Plans for an industry-wide advertising and promotion program to cost at least \$250,000 were outlined at the first annual convention here of the Men's and Boys' Clothing Industry.

I. D. Robbins, of Barber & Baar Associates, New York public relations organization, said the campaign costs would be borne cooperatively by clothing manufacturers, mills and retailers.

In seeking the reaction of key industry leaders, Mr. Robbins said the program, designed to increase clothing sales, might well result in the adoption of a new concept of consumer appeals in men's and boys' wear merchandising.

Mr. Robbins, who also discussed reasons why the industry "has been unable to get its fair share of the consumer dollar," cited "Brummel-phobia"—the fear of being too well-dressed—as one factor.

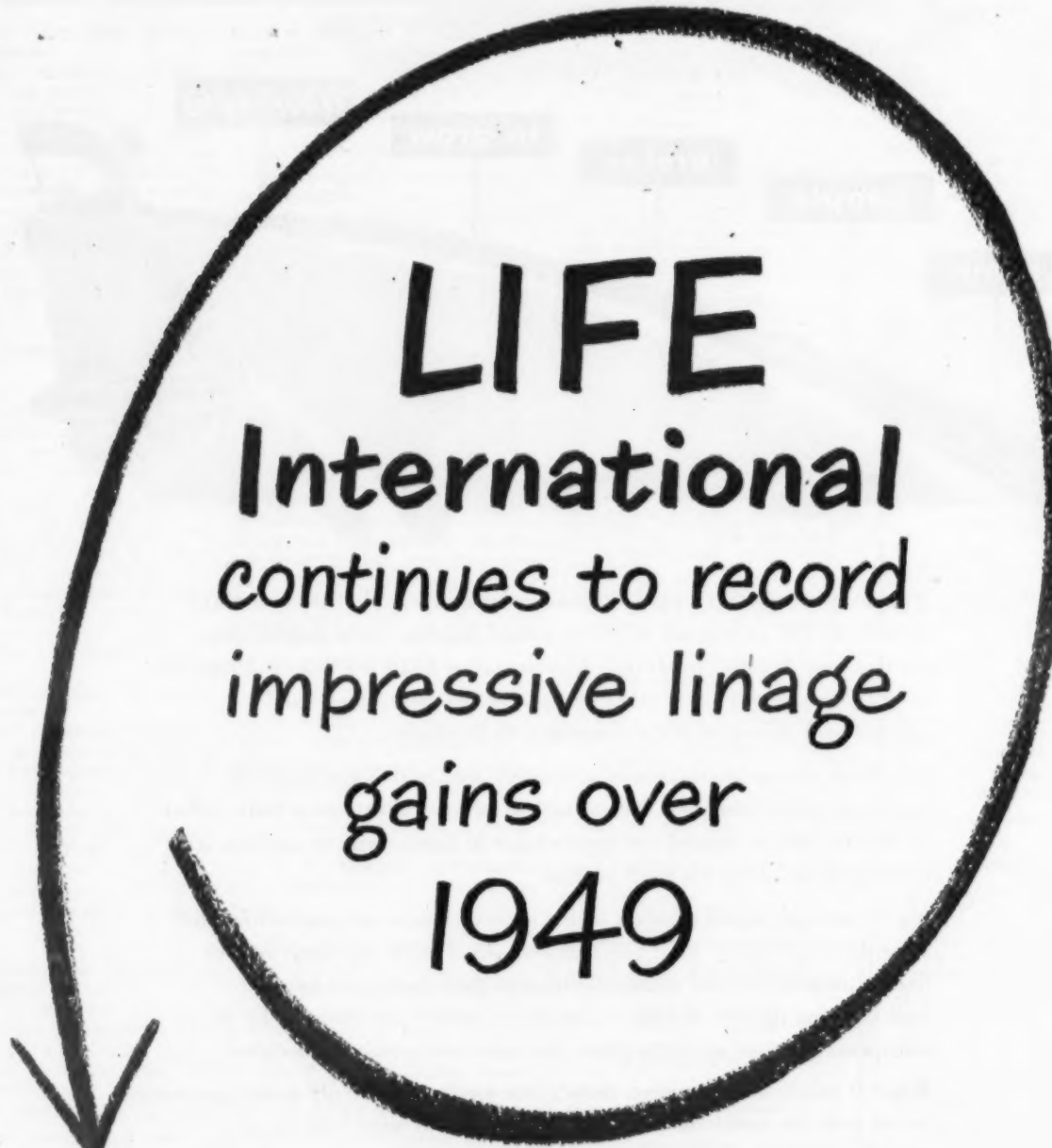
His talk, which gave highlights of the results of 18 months' research by the committee, also covered retail store practices. He said it was found, for example, that 94% of the stores do not test to determine the effectiveness of their advertising appeals. Moreover, 87% do not test to determine the most desirable size or frequency of their ads; and 67% do not test the effectiveness of different types of window displays and have no idea of the relationship between their displays and sales.

Comprising the apparel committee are the industry's three principal associations: National Assn. of Wool Manufacturers, Clothing Manufacturers Assn. of the U. S. A., and National Assn. of Retail Clothiers and Furnishers. H. O. Swanson, president, Nebraska Clothing Co., is chairman.

KECA-TV Ups Rates; Names Robert Hill

KECA-TV, Los Angeles ABC outlet, has issued a new rate card, No. 3, effective Nov. 1, 1950, with a new base Class A evening hour rate of \$900. This represents an approximate average increase of 28%. New feature of the card is the addition of a Class C daytime rate, which is half the nighttime rate.

Robert H. Hill, formerly radio-TV director of Anderson-McConnell Advertising, Los Angeles, has joined KECA-TV's sales staff.



And the reason for this continuing success story is not hard to find. More and more of America's and Europe's blue-chip export advertisers are realizing that LIFE International's high concentration of top prospect readers (92% business, government and professional men) is one of the best export media buys available today. For full details of

the many plusses LIFE International offers you in selling and preselling today's unpredictable export markets, write for your copy of "How to take the Guess out of the Future." It defines and clarifies the new approach to successful export marketing.



9 Rockefeller Plaza, New York 20, New York


SEE

"How good the Building Business in '51?"

● What's ahead? Buyers' market? Sellers' market? Home building cut 30%? Will remodeling and repairs take the spotlight? You'll find these and many other questions pertinent to your own advertising and sales planning answered in BUILDING SUPPLY NEWS for October. Read it!

October issue

BUILDING SUPPLY NEWS



South Wabash Ave., Chicago 3

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Current Month Commercial Display Excluding Poultry, Classified and Live-Stock, In Lines 1950

Table with columns for 'Total Advertising, In Pages' and 'Total Advertising, In Lines' for various publications like American Poultry Journal, Eastern Edition, etc.

Newspaper Monthly Farm Sections

Table listing advertising data for newspaper monthly farm sections such as Iowa Farm & Home, Rural Progress, etc.

Semi-Monthly—September

Table listing advertising data for semi-monthly publications like American Agriculturist, California Grange News, etc.

FARM LINAGE TREND. A graphic showing trends in farm linage for magazines, monthlies, semi-monthlies, bi-weeklies, weeklies, dailies, and Canadian publications.

Table listing advertising data for various farm-related publications like Pennsylvania Farmer, Prairie Farmer, etc.

Bi-Weeklies—September

Table listing advertising data for bi-weekly publications like Arizona Farmer, California Farmer, etc.

Weeklies—September

Table listing advertising data for weekly publications like Weekly Kansas City Star.

Dailies—September

Table listing advertising data for daily newspapers like Chicago Daily Drivers, Kansas City Daily Drivers, etc.

Canadian

Table listing advertising data for Canadian publications like Canadian Countryman, Country Guide, etc.

EXPERIENCE. Advertisement for Atlas Film Corporation featuring images of film equipment and text describing their services and experience in the industry.

Atlas Names Two; Shoots Films for Du Pont, Pontiac

Atlas Film Corp., Oak Park, Ill., industrial and television film producer, has elected Lawrence P. Mominee, with Atlas since 1948, as vice-president and general manager.

Atlas has produced "Appointments for Profits" and "It's Later Than You Think," sales training films, for E. I. du Pont de Nemours & Co. Pictures are part of du Pont's distributor-dealer program for the company's Zerone and Zerex antifreeze products.

Gruen Watch Names Dawson

William J. Dawson, formerly advertising director of White Sewing Machine Corp., has been appointed creative advertising assistant to Bernard M. Kliman, advertising director of Gruen Watch Co., Cincinnati.

Blake Returns to NBC

Richard Blake, who left National Broadcasting Co. about a year ago to write special promotion for Life, has rejoined the network to handle on-the-air promotion.

Ernest Hartman Joins WNEW

Ernest Hartman has resigned as program director of Station WSTC, Stamford, Conn., to join the production staff of Station WNEW, New York.

First Affiliates Announced by Progressive Net

HOLLYWOOD, Oct. 18—Progressive Broadcasting System, which will begin operations on Nov. 28, has announced a long list of stations which have been accepted into the network.

Heading the list is the Palmetto Network of 24 stations in South Carolina and Georgia. Key outlet for the "network within a network" will be WCAC, Anderson, S. C. Glenn Warnock, general manager for the Palmetto group, represented it in the negotiations.

Mr. Warnock, who is vice-president of WESC, Greenville, S. C., also announced Progressive will service that station, replacing Mutual Broadcasting System.

Listed by Larry Finley, PBS president, as stations in the network are:

WJMO, Cleveland; KWEM, West Memphis, Ark.; WDOV, Dover, Del.; WLKB, De Kalb, Ill.; WVLM, Olney, Ill.; WSAL, Logansport, Ind.; WARG, Columbia, Ky.; WJBW, New Orleans; KROF, Abbeville, La.; WHAK, Rogers City, Mich.; WVMI, Biloxi, Miss.; WFCB, Dunkirk, N. Y.; WREV, Reidsville, N. Car.; WESC, Greenville, S. Car.; WFAH, Alliance, Ohio; WONW, Defiance, Ohio; WJEL, Springfield, Ohio; WLIO, East Liverpool, Ohio; WRYO, Rochester, Pa.; WCFV, Clifton Forge, Va.; WCYB, Bristol, Va.; WHAP, Hopewell, Va.; WOAY, Oak Hill, W. Va.; WCFE, Beckley, W. Va.; KSPO, Spokane, Wash.; KAPF, Petaluma, Cal.; KKIN, Visalia, Cal.; KVSM, San Mateo-San Francisco.

Mr. Finley said that KVSM has applied for a change of call letters to KPBS, and that the outlet will open new studios in San Francisco. He said an additional list of stations will be released within a week. Included in this group will be outlets in New York, Washington, Chicago, Boston, St. Louis and Atlanta.

As previously reported (AA, Aug. 21), PBS is designed to serve small stations, mostly daytimers, which find it difficult or impossible to compete with network stations. When PBS begins on Nov. 28, it will supply a full 12 hours of programming each day.

Block programming will be in

effect the entire day, starting with a one-hour and 45-minute "Musical Clock" program, which will be fed to the eastern, central and Pacific time zones from studios in New York, Chicago and Hollywood.

From 9 to 10 a. m., there will be a block of four 15-minute soap operas, starring such movie people as Marc Lawrence, Barbara Britton, Hope Emerson and Jeanne Cagney. The remainder of the morning will consist of 45 minutes of fashions and home economics, "My Secret Desire," an audience participation show emceed by Hal Sawyer, and "Mel Torme Time."

Afternoon features include participation shows starring Tom Hanlon, Maurice Hart and Joan Leslie. Cottonseed Clark and Dan Morton will have their own shows. There will be a 15-minute daily "Hollywood Gossip" program by Charlotte Rogers, and Lou Nova will present a daily sports feature. Saturday morning programs will

star Harry Von Zell, Jimmie Scribner and Bob McLaughlin. Featured on Sunday programs will be Alan Mowbray, Page Cavanaugh, Hugh Herbert, Stan Kenton, Connie Haines, Mel Torme and Frankie Laine.

PBS will use both INS and UP news services. There will be three scheduled newscasts daily, originating from New York, Chicago and Los Angeles. News features and special events will originate from Washington.

In the summertime there will be delayed recreations of major league baseball games and other sports events.

Sentry Appoints Metcalf

George T. Metcalf Co., Providence, R. I., has been appointed to handle the 1951 advertising and sales promotion campaign for Sentry Co., Foxboro, Mass., manufacturer of Sentry Diamond Block Method industrial electric furnaces. The account was formerly directed by Ad-Service Inc., Worcester, Mass.

Publishes Revised Edition

A revised edition of "Successful Selling for the New Day," written by Harry Simmons, has been published by Harper & Brothers, New York. The revised edition carries a number of new chapters, including chapters on public speaking and public relations. The price is \$4.

Joins Williams & Saylor

Joseph P. Quin Jr., previously with Philip Ritter Co., has joined the staff of Williams & Saylor, New York, as account executive.


Offers New Film Guide

Film Research Associates, 135 W. 52nd St., New York, has prepared a descriptive catalog of motion pictures and slide films covering phases of the American economic system. The guide furnishes details on 134 films from 63 indicated sources. Price is \$1.50 to non-members.

WOV to Graham & Associates

WOV, New York, has named W. B. Graham & Associates, New York, as consultant for the metropolitan Negro market.


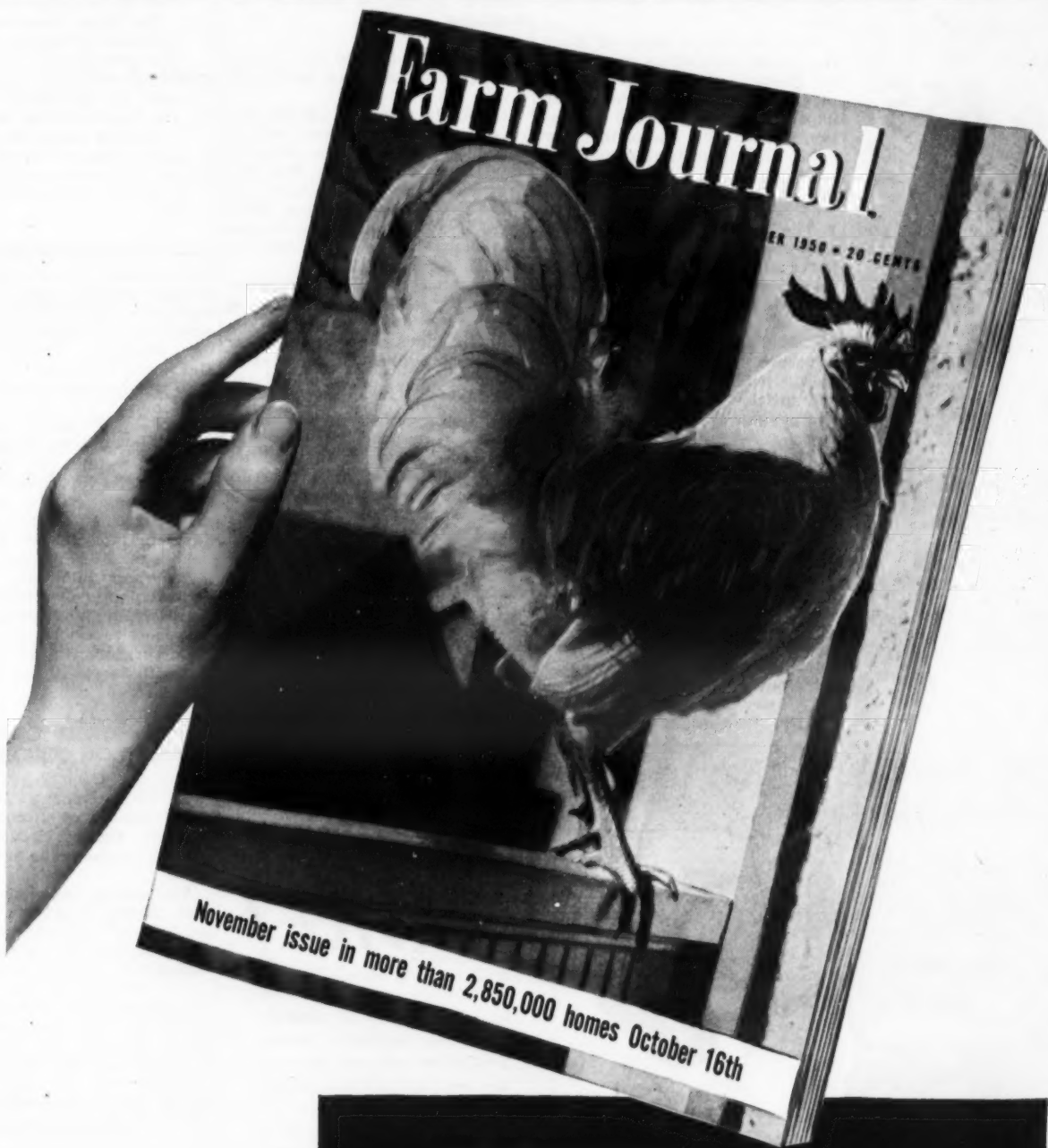
SHADOW BOXES FOR Flasher SIGNS



- ALL STEEL ● FIREPROOF ● BAKED ENAMEL FINISH ● CHROME FRAME
- WITH OR WITHOUT CORD SETS
- INCANDESCENT OR FLUORESCENT

Suited for display of both glass and plastic sign panels. Write for catalog and prices.

YARDER MFG. CO. 816 PHILLIPS AVE., TOLEDO 12, OHIO

WAVE AIN'T NO PICKUP FOR WOLF (Ky.)!

You can wink, you can whistle, but if you're a Wolverine from Wolf (Ky.) you can't pick up WAVE.

No Sir, WAVE doesn't go wandering alone in the far dark forest. Morning, noon and night we confine our activities to the Louisville Trading Area. We've got street lights and cops, and nearly a million people to protect us!

If you're looking for love and security (and a 40% higher standard of living) you'll find it in the Louisville Trading Area. Just nod your head, and we'll fondle your account forevermore. Interested?


LOUISVILLE'S WAVE
 NBC AFFILIATE . . 5000 WATTS . . 870 KG
FREE & PETERS, INC.
 National Representatives

What families find between the covers of this, the nation's largest farm magazine, makes it the largest of ALL magazines where half the consumers of America live!

Greenville
SOUTH CAROLINA'S

COUNTY POPULATION*

Supermarket



WITH
166,855
People

No. 2
Charleston 159,838

No. 3
Spartanburg 147,930

No. 4
Richland 141,883
(Columbia)

No. 5
Anderson 90,618

*1950 preliminary Census of Population figures.

Greenville is your Best Market in South Carolina!

if in S.C. you sell it...
pick the N-P to tell it!

Greenville News
MORNING & TUESDAY

GREENVILLE PIEDMONT
EVENING

Operators of WFBC - NBC - 5000 Watts

Serving
South Carolina's
Supermarket

Daily Circulation 91,267

'TV Guide' Has 3rd Largest NY Magazine Sale

Has Invested \$500,000 in Advertising—Mostly in Its Own Back Yard

NEW YORK, Oct. 18—TV Guide—a sensational success produced by the mating of television and publishing—now has the third largest circulation in this metropolitan area of any weekly, local or national.

Publisher Lee Wagner reports that his digest-size magazine, which is distributed only in New York, New Jersey and Connecticut, currently sells at the rate of 263,000 weekly. This puts his "bible for video set owners" right up there behind *Life* and *The Saturday Evening Post* as weekly best sellers.

Admitted to the ranks of Audit Bureau of Circulations as of Oct. 9, TV Guide, judging from the rate of growth in its two-year career, expects to hit the 400,000 circulation mark by the end of the year. ABC's first count for the magazine covered the first (133,000) and second (188,000) quarters of 1950.

The magazine's story is that of a publisher, who hit upon a formula for attracting the video audience en masse, and an advertiser, who used TV to move his product. By the end of 1950, approximately \$500,000 will have been spent to advertise the publication, which specializes in program listings and fan articles. The lion's share of this budget was poured into TV spots.

TV Guide's attentions now, however, are shifting from readers to advertisers. The latter will be the principal target for a \$90,000 fall-winter promotion drive. Set to break in October, through H. C. Morris & Co., this campaign will make heavy use of business papers and newspapers. It is designed to tell potential advertisers "why more than one out of every six television families in the New York area buys and regularly consults TV Guide." Its theme: "More than 250,000 families depend on TV



IN COLOR—Meyercord Co., Chicago, ran full-page ads like this in four colors during a newspaper test campaign in Des Moines, Omaha and Waukegan during the week Oct. 9-14. Albert Frank-Guenther Law, Chicago, handles the account.

Guide."

Spots on video outlets here and in New Haven will continue to be bought to call attention to special features in coming issues of the magazine.

Advertising for the fall months already is up 100% over last year's levels.

Currently based on 130,000 circulation, advertising rates will be hiked early in 1951—probably about 50%, Mr. Wagner told ADVERTISING AGE. A b&w page now costs a one-time advertiser \$585; there is a 15% additional charge for color or position and a 30% reduction for retailers.

In January, TV Guide will become a "slick" publication, at which time it will be able to accept "all kinds of color ads rather than just publisher's color as is now the case," it was pointed out.

The magazine at the same time will expand to 48 pages, additional space to be used for more detailed editorial program information as well as advertising copy. Eighteen new names were added to the publication's list of advertisers in August and 32 companies joined the ranks in September.

TV Guide is in the midst of enlarging its offices at 251 W. 42nd St. to accommodate its 38-man staff.

A three-month-old agreement with Cowles Magazines to distribute the video weekly has fur-

The Eye and Ear Department

Some time ago, the operator of this clinic gave it out as his opinion that Godfrey was over the hill—because, in this Department's opinion, he had begun to imitate his earlier, natural self and was trying just too goldarned hard to out-Godfrey himself: thumbing his nose at the camera, grimacing unnecessarily, allowing his little band to laugh too loudly at jokes that didn't even merit a quiet chuckle; and telling a few that better belonged in a men's room than in a living room.

Well, the Department doesn't want to take back the criticism, but it does feel it ought to take back the statement that Red is over the hill. If his first program of the year—over CBS-TV on Wednesday nights for three sponsors, Toni, Pillsbury and Chesterfield—is any indication of what's to come, Godfrey is far from over the hill; he's still at the top of it.

In fact, in the Department's opinion, Godfrey's first show might well prove an object lesson for other TV performers—and sponsors. As everybody knows, Godfrey spent a little time recently in Hawaii. He devoted his opening show to some very friendly commercials, the plugging of a new gadget for playing the ukulele, and showing films of his trip—with a running commentary that made you feel towards him as you would feel towards an enormously entertaining guest you had in for the evening. In deference to his performers, and probably to keep them on the payroll, he had them perform one number apiece.

The show, however, was Godfrey's and, looking at it, you wondered if Godfrey hadn't hit upon the secret of good television entertainment—a sort of living room party instead of a formal vaudeville show. And, with it, not just sheer entertainment, but informative stuff that you could talk about long after you forgot some of the jokes.

Godfrey makes himself more than just a paid entertainer: he makes himself a friend of the family—someone you enjoy having visit with you. Someone you come to believe in and trust—a quality of enormous importance to the sponsor footing the bill.

ther boosted its stock. Its interests at the newsstand level are now being looked after by Cowles' 11-man New York circulation team, which on Thursday concentrates on *Quick* and *TV Guide*. Cowles handles the magazine on a fee per copy sold.

One report has it that *Quick* itself may arrange to include TV program listings for key cities, using inserts for separate cities.

TV Guide has a cooperative sales agreement with its counterparts in other cities. In on this deal are: *TV Forecast*, Chicago; *TV Forecast*, Boston; *TV Digest*, Philadelphia; *Teleguide*, Baltimore-Washington. Sold as a group, they cost \$1,400 for a b&w page. New York's weekly has no ownership affiliation with the other magazines.

Durkee's Slates Drive

Durkee Famous Foods, division of the Glidden Co., Cleveland, is using two-page four-color ads in *Bakers' Helper*, *Bakers Weekly*, *Chicago Retail Baker* and *Western Baker* in a campaign designed to provide new recipes for professional bakers. Also scheduled are ads for Durkee's vegetable oil products in *Biscuit & Cracker Baker*, *Candy Industry*, *Cereal Chemistry*, *Confectioners Journal*, *Popcorn Merchandiser* and *Potato Chipper*. Durkee's stayfresh coconut will be featured in *Bakers' Helper*, *Bakers Weekly* and *Ice Cream Trade Journal*. The company's margarine ads, featuring Brown and Serve rolls, will appear in *Bakers' Helper* and *Bakers Weekly* in October and November. Direct mail and point of purchase material also will be used. The agency is Meldrum & Fewsmith, Cleveland.

IPI Essay Contest Announced

International Printing Ink, 67 W. 44th St., New York, has announced the 15th annual IPI essay contest in cooperation with the National Graphic Arts Education Assn. The subject will be "You and Color Printing." For the first time 30 cash prizes will be awarded with separate, equal prizes for young men and young women. A second contest is a competition for designing the certificate of honor which IPI awards to all sponsoring teachers. First prize in both contests is \$250. Jan. 15 is the deadline for essays; Feb. 14 for certificate designs.

Hospital Association Offers Radio Series

American Hospital Assn., Chicago, through a grant from the American City Bureau, national fund raising organization, has produced a series of 13 transcribed radio programs designed to tell the story of hospitals' services and facilities.

The transcriptions will be made available to local radio stations which have made arrangements with member hospitals in their community. The association plans that the discs may be rented for a small charge or purchased.

Doris Newman to Levine Inc.

Doris J. Newman, formerly with International Latex Corp., has joined the staff of Mervin & Jesse Levine Inc., New York, as fashion coordinator and account executive.

'TV FORECAST' JOINS ABC; RUNS AD ON COLOR ISSUE

CHICAGO, Oct. 17—TV Forecast here has become a member of Audit Bureau of Circulations. Its average weekly circulation was 130,000 for the period ending June 30.

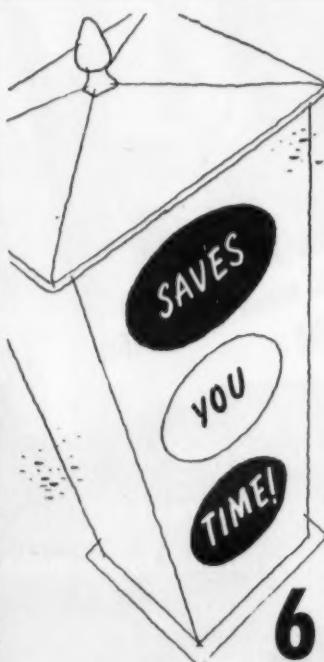
The weekly now has an estimated 150,000 circulation, third largest for any magazine in this area and probably the largest per TV audience for any TV magazine.

TV Forecast on Oct. 13 ran a 420-line ad in the *Daily News* here predicting that there will be no color telecasts in Chicago for two or three years and that "despite licensing of color telecasts, there will always be black and white television."

Seattle, Portland Journals Use Joint Promotion

The *Seattle Journal of Commerce* and *Portland Journal of Commerce* have teamed up in a joint promotion for national advertising. The two financially independent publications are offering: One rate card, one insertion order, one plate or other material for copy and one billing. Billing details are handled by the *Journal* in Seattle. The rate, 18¢ a line, is 1¢ lower than if space were bought separately.

One reason for the joint promotion is said to be the desire of national advertisers to obtain sectional rather than purely local coverage. Alfred L. Goldblatt Advertising, Seattle, is the agency.



ONE STOP SERVICE!

You'll be pleased and save time by using PONTIAC'S complete advertising production service. Extra phone calls and follow-ups are eliminated because PONTIAC servicemen expedite your job from start to finish. One phone call to PONTIAC brings you dependable quality and service that helps you make those deadlines.

6 UNIFIED SERVICES

COLOR PROCESS • PHOTOENGRAVING • ARTWORK
PHOTOGRAPHY • TYPOGRAPHY • ELECTROTYPING

PONTIAC ENGRAVING & ELECTROTYPE CO.

812 W. Van Buren Street • Chicago 7, Illinois
HA ymarket 1-1000

Magill - Weinsheimer Company

Producers of Merchandising Aids

NEW YORK

1320-1334 · SOUTH · WABASH · AVENUE

CLEVELAND

Chicago 5

October 6, 1950

We salute a grand champion,

THE ABBOTT PROMOTION TEAM.

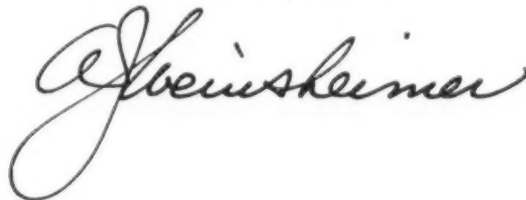
It's good news that your ABBOTT LABORATORIES Direct Mail Promotions have been adjudged not only the "Best of Industry" in the Pharmaceutical Field, but as well, merit the top honor of THE GRAND AWARD, "BEST OF ALL INDUSTRIES."

CONGRATULATIONS !

Such recognition of merit should be a source of inspiration to every one on your ABBOTT promotion team. It pleases us to know that we as lithographers have had a part in the production of such a meritorious work.

These awards, too, are compensation and a source of satisfaction to all your suppliers, --especially to the graphic arts craftsmen, -- who are striving to meet your exacting production requirements.

Very sincerely yours,



Mr. Charles S. Downs, Adv. Mgr.,
ABBOTT LABORATORIES,
North Chicago, Illinois.

Over



HARRISON 7-3880 · ARTISTS · PHOTO-ENGRAVERS · PRINTERS · OFFSET-LITHOGRAPHERS · BINDERS

THE ABBOTT PROMOTION TEAM

ACCREDITED THE "GRAND AWARD" FOR
THE CREATION AND PRODUCTION OF THE
"BEST OF ALL INDUSTRIES" DIRECT MAIL

Ideas, Plans and Copy

Advertising Department, Abbott Laboratories

Art Direction

Bert Ray, Abbott Laboratories

Artists and Designers

Associated American Artists, Inc. • J. Balet
C. Kuoni • H. Farrell • Hoffman & Patterson
E. Kula • Lettering, Inc. • G. McHugh
E. McNear • D. Sackett • M. Sherman • Shum
Tempo, Inc. • Whitaker-Guernsey Studio

Engravers

Collins, Miller & Hutchings, Inc., Chicago
Premier Engraving Company, Chicago

Typographers, Printers and Lithographers

Magill-Weinsheimer Company, Chicago
National Office Supply Company, Waukegan
Packit Envelope & Bag Company, Chicago
Runkle-Thompson-Kovats, Inc., Chicago
The Veritone Company, Chicago
Typographic Service Company, Indianapolis



SEE THE "BEST OF INDUSTRY" DIRECT MAIL EXHIBIT

Annual Awards Dinner Meeting of

THE DIRECT MAIL ADVERTISING CLUB OF CHICAGO

THURSDAY EVENING, OCTOBER 26TH

Chicago Bar Association • 29 South La Salle Street

For reservations phone Mrs. Ostwald, CEntral 6-7178



IT IS A "GRAND AWARD" TO HAVE PARTICIPATED IN THIS ACHIEVEMENT

MAGILL-WEINSHEIMER COMPANY • CHICAGO 5 • PHONE HARRISON 7-3880



believe us, it's no fun having too much business.

We're swamped with orders—a dazing, devastating deluge. This is not due to war orders but to an accelerated rate of industrial and consumer buying.



Naturally, our regular, old-time customers come first. But, alas, everybody is out after us for material.

No one dislikes this embarrassing situation more than we do. We hope it won't last very long.



Our production men are working themselves to a frazzle to increase output. More material will be coming your way. Meanwhile, remember that we are treating everyone as fairly as possible.

Remember, too, that we love you. For being angels of understanding and cooperation, we think you deserve a halo.



17 East 43rd Street, New York 17, N. Y.

CUSTOMERS ARE ANGELS—Commercial Solvents Corp. is using this chatty, cartoon-illustrated copy in chemical and paint trade publications to explain a pile-up of orders due to shortage of materials. Fuller & Smith & Ross handles the account.

Coveney Introduces Product-of-the-Week in Four More Cities

NEW YORK, Oct. 17—The "Product-of-the-Week" promotion launched by James A. Coveney Co. on a test basis in Denver in 1948 and since extended to some 50 cities and marketing areas, is now being introduced in Cincinnati, Detroit, Milwaukee and Pittsburgh. Plans call for the development of the New York metropolitan area next February.

In the 30 months since the "Product-of-the-Week" merchandising-advertising-sampling program was started, Coveney has redeemed 7,253,000 coupons which entitled housewives to substantial savings on nationally-advertised grocery and other products.

"The Korean War has not slackened manufacturers' interest in couponing," Mr. Coveney said. "Our fall campaigns embrace a distribution of 28,000,000 coupons, featuring 32 products of 20 manufacturers. Since last January, 65,000,000 coupons on 78 products have been distributed in 31 major markets, from Boston and Baltimore to Seattle and San Diego."

■ Operation of the "Product-of-the-Week" setup goes like this (AA, May 22): Advertisers pay Coveney \$10 per 1,000 to print, distribute and promote coupons good for part payment on purchases.

The company prints and distributes the coupons and conducts dealer merchandising programs and a supporting newspaper campaign. It collects and redeems the coupons and prepares a weekly re-

port on store-by-store collections and sales of the products.

The Coveney company has just established coupon redemption centers in New York, Chicago, San Francisco and Columbus to facilitate the reimbursement of dealers for the coupons which the dealers redeem from their customers. Checks are said to be in the mail to dealers within seven days of receipt of the coupons.

Among the Coveney clients are Armour & Co., perhaps the most consistent user of the plan; General Foods, American Home Products, Best Foods, Campbell Soup Co., General Mills, Kraft Foods, Lever Brothers, Libby, McNeill & Libby, National Biscuit and Snow Crop.

Campana Signs TV Series

Campana Sales Co., Batavia, Ill., is sponsoring an hour-long motion picture series over KECA-TV, Los Angeles, for 52 weeks, beginning Tuesday, Oct. 17, 10-11 p. m., PST. Campana's complete line of cosmetics will be featured, with emphasis on Ayds and Italian Balm. H. W. Kastor & Sons, Chicago, is the agency.

Begins Radio Battery Drive

General Dry Batteries of Canada Ltd., Toronto, is using two-color ads in Canadian farm publications to introduce its metal clad radio battery. Dramatized one-minute radio spots are supplementing the drive. McKim Advertising, Toronto, is the agency.

Luick Dairy Names Herr

Luick Dairy Co., Milwaukee, a division of National Dairy Products Corp., has named Al Herr Advertising Agency, Milwaukee, to direct its advertising for Sealtest and other products in this area.

'Ebony' Marks 5th Anniversary of Publication

CHICAGO, Oct. 18—The November, 1950, issue of *Ebony* marks the publication's fifth anniversary.

While *Ebony* takes pardonable pride in its circulation growth (from 50,000 to almost 500,000), the anniversary issue emphasizes the "tremendous advances of Negroes in the past five years."

In its first issue, *Ebony* told its readers: "We're rather jolly folks, we *Ebony* editors. We like to look at the zesty side of life. Sure, you can get all hot and bothered about the race question (and don't think we don't) but not enough is said about all the swell things we Negroes can do and will accomplish."

"*Ebony* will try to mirror the happier side of Negro life—the positive, everyday achievements from Harlem to Hollywood. But when we talk about race as the No. 1 problem of Negro America, we'll talk turkey."

The lead article of the November issue reviews what *Ebony* has done to keep the promise made to readers of the first issue. Through the picture-story technique, the publication described the Columbia, Tenn., race riots; Billie Holiday's fight against the dope habit; the ten richest Negroes; famous Negroes who are married to whites; Negro professors at white colleges, and a host of similar issues, problems and achievements of interest to its audience.

In an editorial in the November issue, *Ebony* explains its attitude toward race problems and insists that it has refused "to carry either a chip on the shoulder or a hat in the hand... when approaching white folks on the race question."

■ Its answer to the question of what the Negro wants, says *Ebony*, is simple. American Negroes want "exactly what every American wants." The Negro in America,

Ebony continues, "has one basic desire—to be considered a first-class American with all the rights and privileges thereof."

As for the question of Negro loyalty to America, *Ebony* asserts: "It is about time white folks got to know their Negro brethren a little better. The facts are that no segment of the American population is more loyal to his country than the Negro."

And the magazine adds "Amen" to the statement by Edith Sampson, U. S. Negro delegate to the UN, who said: "I would rather be a Negro in America than a citizen of any other land."

GE Launches TV Tube Drive

General Electric Co.'s tube division will launch a consumer advertising drive for television picture tubes this month, with page ads in *Life* and *The Saturday Evening Post*. The company believes this will be the first consumer campaign for TV tubes, and the purpose of such a campaign, GE explains, is to acquaint people with GE tubes, so that some 10,000,000 TV set owners (estimate for Jan., 1951) will remember GE when they want to replace their tubes.

Yeastex to Food Research

Yeastex Co., Monticello, Ia., producer of Yeastex dog and pet food supplement and livestock supplements and feeds, has reappointed Food Research & Advertising, Chicago. Plans include large space advertising in dog and pet publications, plus newspapers, magazines and direct mail. Farm papers and direct mail will be used for livestock and poultry feed supplements.

Fisher Names Stilphen V.P.

B. L. Stilphen, formerly director of industrial and community relations, Magnavox Co., and assistant to the president and director of industrial relations, Sinclair Refining Co., has been elected vice-president of Fisher & Rudge, New York, management consultant.

Coast Fishing Renames Baker

Coast Fishing Co., Wilmington, Cal., has renamed Lynn Baker Inc., New York, to handle Baltimore tuna advertising. Harrington-Richards was the previous agency.

Testing?

Use Worcester—Well-Balanced, Stable, Self-Contained

WORCESTER

In Worcester—the city of healthy industrial diversity, sound economic growth and consistent stability, you can measure test results accurately and quickly. Worcester is recognized as an ideal test market with ALL EIGHT qualifications:

- Diversification of Industry
- Agricultural Prominence
- Population Balance
- Income Stability
- Business Activity
- Compactness of Market
- Distributive Outlets
- Blanket Coverage

Send direct for our four page study, "Worcester—Well Balanced for Test Campaigns," or ask Moloney, Regan & Schmitt, Inc., our national representatives. The Worcester Telegram-Gazette completely blankets this active, prosperous and compact market. Daily circulation in excess of 140,000. Sunday over 100,000.

The TELEGRAM-GAZETTE
WORCESTER, MASSACHUSETTS
GEORGE F. BOOTH PUBLISHER

MOLONEY, REGAN & SCHMITT, INC., NATIONAL REPRESENTATIVES

OWNERS of RADIO STATION WTAG



BULLSEYE THIS...



QUAD CITY RETAIL SALES

Davenport	\$116,266,000
Rock Island	51,594,000
Moline	57,121,000
East Moline	10,556,000
Total	\$235,537,000

EFFECTIVE BUYING INCOME PER FAMILY

Davenport	\$6,213
Rock Island	5,703
Moline	5,938
East Moline	5,243

THE DAVENPORT NEWSPAPERS HAVE 99% SATURATION IN DAVENPORT PLUS 10,000 HOMES IN ILLINOIS WITH THE WEEKDAY TIMES AND THE SUNDAY DEMOCRAT



have Home Delivered Circulation on both the Iowa and Illinois Sides of the Important Quad-City Market

THE DAILY TIMES
THE DEMOCRAT & LEADER

represented nationally by Jann & Kelley, Inc.
 *Copr. 1950 Sales Management of Buying Power
 Further reproduction not licensed

Tomassi Joins Four A's

Joseph J. Tomassi, formerly with Woodard & Fris, Albany agency, has joined the executive staff of the American Assn. of Advertising Agencies in New York to assist Kenneth Godfrey, senior executive in charge of media operations and research. He replaces William McNamee, who has been called to active duty with the Navy.

Blackwell Starts Drive

Crosse & Blackwell Ltd., Trenton, Ont., has begun its fall and winter schedule in Montreal and Toronto newspapers, featuring puddings, sauces and Golden Ripe dates. McKim Advertising, Toronto, handles the account.

3rd 'Videotown' Study Shows Few Buy Small Screens; TV Owners Skip Radio

NEW YORK, Oct. 18.—In "Videotown, USA," one family in every four owns a TV set. Eighty-seven per cent of these sets are turned on about 4.1 hours on the average night.

This was the situation in April-May, 1950, when Cunningham & Walsh made its third visit to its television test city. Videotown is an unidentified city of 40,000 persons located approximately 40 miles from New York.

This city was selected as a guinea pig area by the agency

early in 1948 when TV homes there numbered 153. Up to 873 one year later, the figure jumped to 2,281 by January, 1950. At last count—in mid-spring—3,007 of the city's families owned 3,023 video receivers.

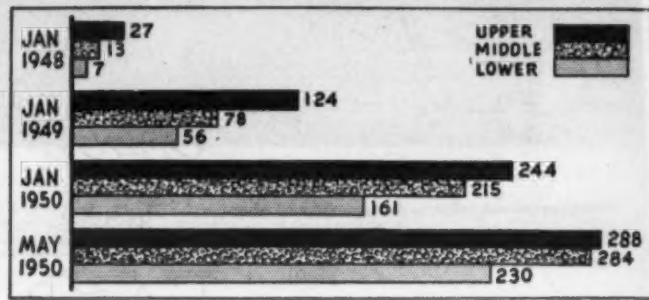
Although more than half the television sets in town are less than one year old, 5% of the total number of TV families are on their second receiver, bought primarily to get a larger picture.

The average TV family (3.9 persons) is not quite as large now as it was in January, 1948 (4 persons), but it tends to be larger and to have more small children than non-TV families.

All socio-economic groups are represented in this growing audience. Ownership by groups: 15% upper; 68% middle, and 17% lower. Of 625 non-owners questioned, 28% intend to buy television for

Saturation by Income Groups

TV Owners per 1,000 Families



NEARLY EQUAL—In Cunningham & Walsh's "Videotown," as of last spring, the middle-income group practically equaled the upper in sets per 1,000 homes, and the lower was only slightly behind.

8 x 10 genuine glossy photos in quantities

6 1/2¢ in 500 and 750 quantities (1000 and over .06¢)

FOR ALL PURPOSES

Sharp, clear, crisp. Prompt Delivery

Quantity	Price
100	7.50
250	18.00
500	33.00
750	48.00
1000	63.00

Neg. per sub \$1.10

PHOTO-MATIC CO.

Ph: WH itehall 4-2930

53-59 E. Illinois St.

Chicago 11, Illinois



Trade Paper Penetration* Pays Continual Dividends

When you buy advertising, buy it in a magazine that gives you PENETRATION—the editorial guts that means more pulling power for your advertising. When you advertise in a magazine readers believe in, your advertisement takes on authority and believability—you get results. BUILDING SUPPLY NEWS has won the kind of respect and confidence that prompted a building material wholesaler† to write to his supplier:

"Building Supply News certainly gets the story over to the dealer and if your advertising department is interested in dealer advertising, it would be worth their while looking into this particular publication. I have never found a magazine that was more helpful to the dealer than Building Supply News."

†Name on request

Remember, BSN's Selective Circulation means that 97% of BSN's dealer and wholesaler subscriptions represent individual establishments.

BSN has the Editorial Penetration that attracts and interests the kind of readers who pay off for advertisers. Yet a full schedule in BSN costs less than a half schedule in the second magazine.

*Webster defines "penetrate" as follows: To enter into, to enter and pass through; to pierce. To diffuse itself through; to permeate. To affect profoundly; to move deeply. To recognize the precise nature of; to understand. To affect deeply the senses or feelings."



Building Supply News

Total Distribution: 25,000

5 South Wabash Ave. Chicago 3, Illinois

Link Your Catalog with Daily Reference Data in 1951 BSN Dealers' Directory issue

Support your regular advertising and sales efforts with your catalog unit in BSN Dealers' Directory issue, the all-year, dealer-wholesaler buying and selling guide. Published annually in February. Deadline reservations—January 2, for copy and plates—January 5.

their homes.

In April of this year, for the first time, sales of 15-16" screens equaled the 12-12 1/2" sets, while even larger tube models continue to gain. Two major manufacturers continued to share about 30% of the town's receiver sales business;

nine other companies get a sizable portion of the remainder.

■ Noteworthy characterizations of the viewing audience:

Children over 18 are less likely to spend their evening sitting in front of TV than other members of the family.

Videotown's viewers devote "practically none" of their evening hours to radio listening.

Movie attendance on the average weekday night is about half that of non-TV families.

This group does less entertaining and visiting than its non-TV owning neighbors. Sports attendance by men in the family is about the same for both groups.

Posner-Zabin on the Ball with Insured Savings Ad

Federal Savings & Loan Assn., New York, was right on the ball when Congress raised savings insurance coverage, according to Posner-Zabin Advertising, its agency. Some months ago, when the bill to raise insurance was first introduced, Posner-Zabin prepared an ad with undated insertion orders reading, "Your savings now insured up to \$10,000."

The bill was finally signed on Sept. 22. On Sept. 23, the Federal Savings ad ran in the New York papers, "to the best of our knowledge, the first American financial institution to advise the public of the increase in savings insurance," according to James B. Zabin.

AAW Names Russell Eller; Co-sponsors Competition

Advertising Assn. of the West has named Russell Eller, California Fruit Growers Exchange, as chairman of the advertising commission. Lorna Moitoret, Honig-Cooper Co., Seattle, has been named general vice-chairman.

The AAW and the Pacific Coast division of the American Newspaper Publishers' Assn. are sponsoring jointly the annual western competition for the best newspaper advertising, which will be conducted by the Advertising and Sales Club of Seattle. The Seattle adclub will handle entries and nominate judges for the competition from 11 western states, Alaska, Hawaii and western Canada.

'Amateur Hour' Tops Pacific Nielsen-Rating Report List

The Old Gold "Original Amateur Hour" gained 4.5 points and moved into the top spot on the August, 1950, Pacific Nielsen-Rating Report of leading radio shows.

The first five evening programs were:

Rank	Program	Rating
1	Original Amateur Hour	11.7
2	Hollywood Star Playhouse	11.5
3	Gabriel Heatter	10.0
4	Big Story	9.6
5	Mr. District Attorney	9.6

McMichael Joins Aldridge

John McMichael, former vice-president of McLain Organization, Philadelphia, has joined A. E. Aldridge & Associates, Philadelphia, as office and production manager.

Airbourne to Gray & Rogers

Airbourne Accessories Corp., Hillside, N. J., has named Gray & Rogers, Philadelphia, as its advertising agency, effective Jan. 1.

NEW SUBSCRIPTION ORDER FORM

Please enter my Advertising Age subscription for

- | | |
|---|---|
| <input type="checkbox"/> 1 Yr. at \$3 (52 issues) | <input type="checkbox"/> Payment enclosed |
| <input type="checkbox"/> 2 Yrs. at \$5 (104 issues) | <input type="checkbox"/> Bill me |
| <input type="checkbox"/> 3 Yrs. at \$6 (156 issues) | <input type="checkbox"/> Bill my firm |

NAME _____ TITLE _____

FIRM _____ BUSINESS _____

STREET _____

CITY _____ ZONE _____ STATE _____

But send my weekly copies to

HOME ADDRESS _____

FIRST CLASS
Permit No. 95
(Sec. 34.9 P.L.&R.)
CHICAGO, ILL.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in the United States

—POSTAGE WILL BE PAID BY—

Advertising Age

200 E. ILLINOIS STREET

CHICAGO 11, ILLINOIS

**Building
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This Week In Washington

By STANLEY E. COHEN, Washington Editor

Building Interests Split Over Government Controls

WASHINGTON, Oct. 19—Auto dealers are the first to tear away the unnatural cloud of sweetness and light that has surrounded industry-government relationships during the dark days of the Korean campaign.

Dealers are up in arms over Federal Reserve Board's new 15-month limit on instalment loans. They say it is tougher than wartime credit, because car prices are higher.

Other retailers are also uneasy over the new credit rules. They tell the Department of Commerce that sales have already fallen 20 to 25% as a result of the strict terms introduced by Federal Reserve Sept. 18.

The so-called "real estate lobby" is split. National Assn. of Real Estate Boards says "headstrong and misguided bureaucrats in Washington have gone beyond the plain intent of Congress."

But the National Assn. of Home Builders is stringing along with the government. It says the administration wants 800,000 to 850,000 housing units next year and will make any adjustments that are needed to get them.

"We believe it to be a very fair goal for our industry in view of the national emergency, the really serious inflationary situation and the shortages of steel, copper and other metal items which will plague us next year," the association told its members.

Federal Reserve says it will reconsider its credit terms if they prove too severe. But Mobilization Chief Stuart Symington sees a cheerful sign in the declining retail sales index. He thinks declining sales mean inflationary pressures are subsiding. He believes across-the-board price control may still be unnecessary.

Despite victory in Korea, defense planning gathers, rather than loses, momentum. At the Pentagon, budget officers are adding up chilling new appropriations demands for the next session of Congress. H. B. McCoy, assistant chief of the National Production Authority, has warned that civilian use of copper, zinc, aluminum and nickel will be limited.

Crux of the defense program is European rearmament. Top military planners are determined to put a strong army on the European continent to dispel Russian ambitions.

The housing boom began to taper in September, according to Bureau of Labor Statistics. Though it was still the biggest September in the industry's history, the number of starts fell to 115,000, off 25,000 from August. For nine months, the industry's record was 1,105,700 units, compared with 747,000 for the same period last year.

Even if FCC fights off court action to block color TV, the defense program looms as a mighty big hurdle. Some industry people believe that as much as 70% of radio manufacturing capacity will be on defense work late in 1951. Moreover, a severe shortage of nickel might completely shut off TV set output.

TV dealers are up to their ears in grief. The color mess is murdering October sales. On top of that, they have to explain stiff credit controls and increased prices. And

on Nov. 1, they have to add a 10% federal tax to the price of their sets.

Federal Trade Commissioner Lowell Mason goes abroad next Monday to survey retail distribution in Great Britain. While overseas, he'll address Britain's "Federal Trade Commission" and deliver two lectures at the school of economics and political science of the University of London.

Auto makers and tire dealers were among the industry groups called to the Department of Commerce during the week for a briefing on the nation's defense

program. The auto industry has promised to absorb its share of the defense burden. Tire dealers were told that most natural rubber will be earmarked for the nation's stockpile. Dealers suggested a campaign to promote tire conservation and recapping.

"Why is it," asked one newsmen the other day, "that we have so many good generals and so few good politicians?"

A well known columnist was sitting nearby. "Don't see any mystery about it," said the columnist. "It is a lot easier to be a successful general."

Radio Group Changes Name

The League of Wisconsin Radio Stations has changed its name to the Wisconsin Broadcasters' Assn. The group has reelected Ben Laird, of WDUZ, Green Bay, as president. Other officers are: Joseph Mackin, WMAM, Marinette, vice-president; Ken Schmidt, WIBA, Madison, secretary; and Mrs. Jeanne Heal, WTCH, Shawano, treasurer.

Snader Corp. Offers Video Stations New Program Tool

Snader Telescriptions Corp., Taft Bldg., Hollywood, has produced a series of 110 television transcriptions, to assist local TV stations to produce professional programs at less than the cost of live local shows. Telescriptions, each of which runs from three to three and one-half minutes, are available on 16mm. and 35mm. film and may be used on "film jockey" shows by TV stations.

The video transcriptions feature such artists as the King Cole Trio, Peggy Lee, Lionel Hampton, Mel Torme, etc., who sing or play in variety show settings. The company expects to produce an additional 960 Telescriptions within the next year. Costs are based on a percentage of station time rates.

Moves Chemical Division

Headquarters of the chemical division of Masonite Corp. have been moved from New York to the home office in Chicago. Thomas M. O'Neil will continue as manager of the division, and in addition he will handle the corporation's sales research.

Purchasing Power Down

Figuring the dollar equal to 100¢ in January, 1939, the National Industrial Conference Board said the dollar's purchasing power decreased to 60.7¢ by August, 1950. Food costs more than doubled in that period, with housewives paying 70¢ for the same amount previously bought for 33¢. The NICB's living cost index, now 2% higher than in August, 1949, is still 1% below the all-time high of August-September, 1948.

Here's What We Read!

If you want full information about our coverage drop us a line asking for our Booklet No. 60 which lists more than 2100 publications that we read, divided into four major classifications. Booklet also contains some interesting information about our method of handling clippings. Booklet No. 59 "Magazine Clippings Aid Business" tells how the service is used by business organizations and their agencies.

BACON'S CLIPPING BUREAU
Business Papers • Farm Publications
Consumer Magazines
343 So. Dearborn St., Chicago 4

Two heads are better than ONE!



The bakery with more mixers makes more dough. The supermarket sells more with ten gondolas than five. Volume brings profit to the widget maker.

The manufacturers of milk, cream and butter have also found out that more heads of cows per dairy herd reduce labor and fixed costs, give a better product—and a better profit.

The best farm businessmen increase their production by better management, intensive cultivation, crop rotation, mechanization, and greater efficiency in present operations.

And the farm homemaker multiplies her hands by labor-saving appliances, enlarges leisure through expert planning.



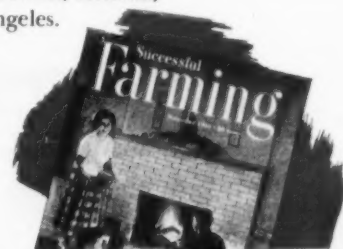
Two heads are better than one... not only in the dairy barn and farm factory, but in the home. The farmer and the Mrs. are a production team, have the same concern with better farm business and better living...and Successful Farming is

published for their joint interests.

Successful Farming families are the nation's best farmers... with the largest investment in livestock and plant, superior soil, better crop practices, latest know-how... get top yields and incomes. The near-million SF farm subscribers in the fifteen Heart States alone have easily 50% more earnings than the average US farmer.

With farm income rising... and a savings backlog of billions from a decade of the highest agricultural prosperity... today's best farmers are a huge new market for better merchandise, the world's finest class audience!

Advertising in general media misses much of the best market—needs Successful Farming for its intensive penetration, influence based on forty years of service. You're not getting your maximum sales volume, without this market and medium. For full data, call any SF office... Successful Farming, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



GOP, Dems Prepare Advertising Material

AFL, CIO Playing Big Part in '50 Elections; Advertising Is Scant

WASHINGTON, Oct. 19—Labor is playing a bigger part in the 1950 congressional elections than ever before. Amazingly high registrations may be evidence that labor's efforts are paying off.

Labor's contributions in money and manpower are so thoroughly decentralized that it is impossible to get an accurate total. In dollars, political expenditures of the unions are certainly in the millions. In manpower, the number of labor people directly active in the campaigns is in the hundred thousands. CIO and AFL engage in political activity at all levels—national, state and local. Their object is simple: First to get their people registered, then to get them to vote for so-called "liberal" candidates.

■ During recent years labor has claimed credit for unseating such targets as Sen. Joe Ball (R., Minn.), a key figure in the Taft-Hartley Act movement. Its 1948 activities probably were as important to President Truman as those of the Democratic National Committee.

It isn't all hearts and flowers. Where labor can't "deliver" the vote, its endorsement can be a handicap rather than a help. There have been instances where it has fallen on its face—like the Florida and North Carolina primaries this year.

On the other hand, labor is hopeful that Ohio's record registration this year means that labor's "arch foe"—Sen. Robert Taft (R., O.)—is in trouble. Labor says Maine's unusually high Democratic vote last month was largely due to its canvassing.

CIO's Political Action Committee (PAC) and AFL's Labor's League for Political Education (LLPE) spark labor's political efforts. However, PAC and LLPE materials are distributed and amplified by special political branches of all the big "international" unions—Steel Workers, Auto Workers, railroad unions, etc. In effect, the (Continued on Page 57)

Republicans' Campaign Material Is Elaborate; Democrats Are Frugal

By STANLEY E. COHEN
WASHINGTON, Oct. 18—Republican congressional candidates in this fall's campaigns are equipped with the most elaborate assortment of promotional material ever used in an off-year election.

Their Democratic opponents get statistical and research support from their national organization, but Democrats are leaving the dissemination of campaign information largely to the ingenuity of the candidate.

Off-year campaigns are conducted largely at the local level, because major issues have varying weight, according to local conditions.

But Republicans are shipping their candidates finished newspaper ads, TV chart talks, radio spots and visual presentations hinged on issues as the GOP sees them. The candidate uses what he wants or can afford.

■ Democrats offer prepared radio spots, and brochures on some issues, like the Brannan Plan or the administration's health program. For the most part, the Democratic organization has concentrated on background information giving candidates the answers to questions Republicans are likely to raise.

Democrats have worked up a damaging analysis of the GOP voting record on international measures. The party has provided its candidates with 121 legal-size mimeographed sheets of "scare" words—"a compilation of Republican attacks on progressive legislation since 1882."

This fall's smooth Republican campaign is an outgrowth of the 1948 debacle, when Republican congressional leaders openly charged that the party's presidential candidate had let them down. House Minority Leader Joseph Martin (R., Mass.), a newspaper publisher, determined that it wouldn't happen again.

Since mid-June, the Republican



PRO—The Democrats' promotional arsenal includes a comics booklet on the Brannan Plan and a pamphlet on the President's health program.

Congressional Committee, headed by Rep. Leonard W. Hall (R., N. Y.), has operated its own "house agency," directly across the street from the House Office Bldg.

■ The operation is run by Robert Humphreys, a veteran INS reporter, and former national affairs editor of *Newsweek*. Its staff of 14 includes specialists in all media.

Each morning, Humphreys spends at least a half hour with Rep. Martin and other GOP leaders, reviewing materials in preparation for the campaign. A few weeks ago, a brochure urging Republican candidates to "streamline your campaign" gave a summary of the wares the committee has to offer.

Candidates are told about visual presentation. They are reminded that during World War II the armed services used this method to compress four-year college educations into two years.

■ The GOP offers, at nominal price, a Vu-Graph projector which enables the candidate to face the audience without turning toward

the screen. Film strips and 30-minute recordings are offered on a variety of subjects: "Korea—the Price of Appeasement"; "\$95 Billion—What Went with It?"; "America's Creeping Socialism"; "The Brannan Plan."

TELEVISION: The GOP says it will play an important role in the election. Candidates are offered several five-minute "shows" consisting of suggested script and photo-lithographed charts (four or five to a show). One script, for example, is on the subject "Too soft toward communism." Charts look like cartoons. One of them has a drawing of President Truman saying, "The Hiss case is a red herring." On the same chart is a drawing of Judge Medina sentencing Alger Hiss to prison.

■ RADIO: The GOP ships to its candidates at least one 18" record of professionally made spots weekly. Candidates are urged to use 30- and 60-second station breaks, particularly in the last week or 10 days of the campaign. Spots generally start with a sound effect, followed by voices of professional

announcers dissecting a political issue.

One spot consists of an imitation of President Truman saying "I like Old Joe," repeated over and over. The spot ends by identifying the date when President Truman made the statement.

NEWSPAPER: GOP candidates have proofs and mats for 25 ads, in three different sizes. Candidates are advised to get their supporters to contribute \$5 or \$10 toward placing the ads in a newspaper.

GOP ads hit corruption in government, lack of leadership, creeping socialism. One is headlined, "You work three months of the year for government. Do you like it? Are you fed up?" Another says, "Three wars in one generation. Why?"

GOP candidates also get a loose-leaf book containing speeches and data on 20-odd important issues. They are offered photo portfolios containing 8x10" glossy prints "of proven government waste." They get a weekly newsletter with last minute campaign ideas.

■ At the moment, at least, Democrats are a bit contemptuous of GOP procedure. One top man in the Democratic camp commented, "We like to let them spend their money. If we started throwing money around that way, the voters would plow us under."

Nevertheless, Democrats are credited with some smooth operations of their own, particularly in graphics and radio. Democrats have persuasive "comic books" explaining the Brannan Plan and the administration's health program.

They also have a highly esteemed 20-page pocket-size text on "How to Use Radio and TV." More than 5,000 of these have been distributed, telling workers, clear down to the county chairman level, how to use radio and TV, and the pitfalls to avoid. Democrats are advised to buy choice periods, such as 6 p. m., and to use frequent, short periods.

■ The handbooks were prepared by Kenneth Frye, director of radio for the national committee, and by Biow Co., agency for the national committee. Biow is also lining up radio and TV time for broadcasts later this month by national figures who want to work up support for Democratic candidates.

RADIO: Democrats are staging a vigorous "non-partisan" campaign to "get out the vote." Recorded "non-partisan" spots by President Truman and cabinet officers have been distributed to stations for use on free time, urging people to vote.

For their own candidates, Democrats have worked up recorded statements by administration leaders summarizing the party's stand on controversial issues. Candidates are urged to insert them in their own radio talks.

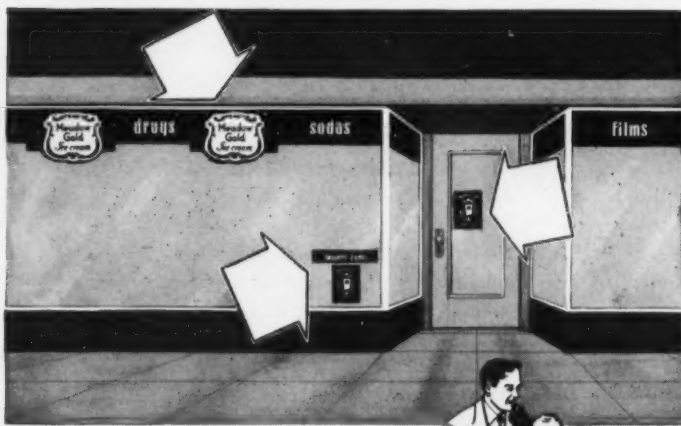
Example: The candidate says, "Here is where we stand on loyalty," and then comes the insert, "This is Attorney General McGrath speaking, the Democrat."

■ Whatever they may be accused of doing with the public's tax money, Democrats are frugal with their own. Candidates do not receive radio spots automatically. They get a catalog listing the available quotes, order each quote by number.

The Democratic organization does "special" jobs for candidates who need help. Many months ago, the national committee lined up 41 stations to carry a weekly report in Illinois for Sen. Scott Lucas (D., Ill.). Most of these special hookups have been converted into paid time for the election period.

TELEVISION: Democrats have prepared one-minute film spots for candidates in hot Senate contests. For example, there is a spot featuring Vice-President

America's Most Effective Advertising Space is...



SEE DECALS AT WORK—RIGHT AT YOUR OWN DESK! Let us show you 3-dimensional, full-color stereo slides of decal signs in actual use! No obligation. Write Dept., 1-10-23



SEE DECALS IN ACTION—ON 3-DIMENSIONAL SLIDES

FREE!

use it with...

MEYERCORD DECALS

Thousands of store-fronts offer acres of FREE advertising space. Cash in now—and for years to come, with colorful Meyercord top-of-the-window valances and spot signs. Stop shoppers on the sidewalk and bring them inside! Meyercord window signs in brilliant full-color create action where products are seen and sold. Durable, washable, easily applied—may be produced in any colors, size or design.



REPUBLICAN CONGRESSIONAL COMMITTEE OFFERS

CAMPAIGN SERVICES

AND
NEW TECHNIQUES
TO AID CONGRESSIONAL
CANDIDATES WHO SEEK
OFFICE ON THE REPUBLICAN
TICKET...

STREAMLINE YOUR
CAMPAIGN...

PREPARED BY
REPUBLICAN CONGRESSIONAL COMMITTEE
ROBERT HUMPHREYS,
PUBLICITY DIR.

LET LEONARD W. HILL
CHAIRMAN

\$90,000,000
WORTH OF POTATOES DUMPED!

Stop this WASTEFUL USE OF
TAX MONEY AND HURDLED FOOD!

VOTE REPUBLICAN
Elect
(CANDIDATES NAME)
TO CONGRESS

"RAIN MARKET FLOODS
INSTEAD OF HANGOVERS"

3 WARS
IN ONE GENERATION!

Because there was a
Lack of Leadership in
Washington... Let's stop
the Munich, Yalta
and the Bandung!

Elect to Congress
(CANDIDATES NAME)
REPUBLICAN CANDIDATE

(CANDIDATES PICTURE)

CON—The brochure (left) and two suggested ads are some of many materials prepared for Republican candidates. New materials are worked up weekly by a 14-man staff in Washington headed by Robert Humphreys, INS veteran.

Starts Institutional Drive

Glenmore Distilleries, Louisville, is running a series of full-page ads in Pennsylvania newspapers congratulating the Keystone state on its progressiveness. Headlined "Pennsylvania... a Pattern for Progress," the ads take up one, then another forward step on the part of the state. Glenmore's participation consists of an institutional paragraph emphasizing that the name Glenmore "has been a symbol of quality for more than three quarters of a century." The series will run through 1950 and perhaps into 1951, according to A. P. Bondurant, vice-president and advertising director. D'Arcy Advertising Co., St. Louis, is the agency.

Sheehan Rejoins Doremus

William J. Sheehan, formerly head of the creative work in the Boston office of Doremus & Co., has rejoined the agency as vice-president. His headquarters will be in Boston, where he will have charge of creative activities and business development. Mr. Sheehan also will assist the New York office on plans and copy.

Herrick to Pedlar & Ryan

Ira Herrick has been appointed art director of Pedlar & Ryan, New York agency.

Sick of Bum Art, high prices?

Spread 4000 new, top-quality spots, covering every need, before you and pay only \$1.00 for those you use. Easy to use; limited to recognized agencies, editors & Ad Mgrs. Write today for free brochure.

STIVERS STUDIO
P. O. Box 3684 • San Francisco 19, California

Gent Joins 'Inquirer'

Andrew M. Gent, formerly district manager of Radio & Television Retailing and Tele-Tech, Chicago, has joined the Detroit office of the Philadelphia Inquirer.

Barkley endorsing Scott Lucas. The picture of Barkley comes on the screen. He says, "This is Vice-President Barkley speaking. I preceded Scott Lucas as majority leader. I know the problems he faced..." Barkley goes on to ask Illinois to return Lucas to the Senate. As he speaks, the Barkley picture fades and a picture of Lucas comes onto the screen.

Similar endorsements by prominent Senate figures have been worked up to help Helen Douglas in California, Brien McMahon and William Benton in Connecticut, among others.

Democrats also have two 30-minute documentary films, usable in TV.

Other material: The national committee provides candidates with campaign ideas and background material through special publications. One of its most ambitious offerings is the 121-page compilation of Republican "scare words." It is designed to help the candidates ridicule Republican warnings.

The candidate finds the GOP's comments on various issues indexed by subject. Under "General Prophecies of Doom" the index lists: 1932, "Grass will grow in the streets"—Herbert Hoover; 1934, "American civilization is in danger"—Republican National Committee; 1935, "The dark hour of reckoning is close at hand"—American Liberty League. And on through the decades.

Page 89 has a quote from National Publishers Assn. The association is portrayed in opposition to the Fair Labor Standards Act, warning in 1937, "it leads to complete centralized power."

Gibson Starts Ad Campaign

Gibson Refrigerator Co., Greenville, Mich., has begun the largest advertising and sales promotion campaign in its 73 year history. A year-long magazine drive is slated, with full-color pages scheduled in *Better Homes & Gardens*, *Country Gentleman*, *Good Housekeeping* and *Ladies' Home Journal*. Radio and TV will be used extensively in most major cities throughout the year. The company plans to double its key city newspaper drive, and outdoor posters and movie trailers will be used to cover rural markets. Supplementing the program will be a series of retailer sales training campaigns and a complete dealer identification program.

Bellows Names Mary Mabon

Mary Frost Mabon has joined Bellows & Co., New York, wines and spirits, foods, and subsidiary of National Distillers Products Corp., as assistant to the president, Frederick S. Wildman, in the promotion of wine and food. She will edit the company's wine and food literature and will be a consultant in the activities of the *Gourmets' Bazaar*, a retail fine-food shop operated by Bellows.

The Oregonian reaches

MORE WOMEN than

any other selling medium

in the Oregon Market

FIRST in influence!
FIRST in circulation!
Daily 219,442 Sunday 276,810
FIRST in advertising!
▶ lowest in milline cost

the Oregonian
PORTLAND, OREGON

100th year The Great Newspaper of the West

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHWITT, INC.

Advertising in a War Economy . . .

In Bataan Days, Advertisements Began to Take on Aspects of News

Shortages Threatened and Advertisers Tried to Advise the Consumer

New York, Oct. 19—March, 1942, was a period of withdrawal. In the Pacific, U. S. forces were penned in a triangle on Bataan, and Corregidor and its satellite

ports were under constant bombing. The allies retreated to the south, and Java, Batavia, Sumatra and the Philippines fell into enemy hands.

The Germans were slashing

This is another in a series of articles on advertising developments early in 1942, when U. S. business faced wartime developments closely comparable with those today. The series began Aug. 28; two instalments based on AA files appeared Sept. 25 and Oct. 2.

through the Kerch Peninsula. Congress boosted the debt limit from \$65 to \$130 billion. The Dies Committee drew another year's exten-

sion from Congress. Yanks arrived in Australia, followed by MacArthur. Yamashita, the victor of Singapore, arrived in the Philippines to direct the Japanese drive.

In the world of business, industry was already learning to live on a war diet. Here, from the files of ADVERTISING AGE, is the record of America's third month of World War II:

■ Bureau of Internal Revenue officials assured AA in a special interview that deductions for advertising expenditures would be permitted on 1941 income tax returns in the same way they had been in prewar years (AA, March 2, 1942).

Scott Paper Co. released an anti-hoarding campaign to business papers in all dealer fields urging merchants and their customers to refrain from over-buying in order to maintain adequate supplies for all (AA, March 2).

The cotton industry prepared to launch its first consumer advertis-

ing campaign in national magazines tying in with the government's materials conservation program (AA, March 2).

United States Rubber Co. in full-page newspaper ads urged America's car owners to limit traveling and save precious tires. "Don't think it's a pleasure car," copy advised. "It's a war car now." (AA, March 2).

H. J. Heinz Co. used full-page ads in at least one newspaper in every important market advising consumers that tin rationing might cause temporary shortages on grocers' shelves, but that newly packaged foods would soon fill the gaps (AA, March 2).

Buick Motor Division and its dealers returned to the advertising columns of newspapers with a new campaign featuring "tailor-made" spring conditioning for cars (AA, March 2).

The seriousness of the fuel oil shortage resulting from U-boat attacks on tankers was used by Jeddo-Highland Coal Co., which used newspaper insertions in New York

and other markets urging householders to investigate possibility of converting oil furnaces to coal (AA, March 2, '42).

■ "Advertising in normal times is largely news and information, but with a large content of persuasion," AA declared editorially. "Today, the predominant characteristic of advertisements built around wartime conditions is news—and they are being accepted as important news which rivals in reader interest the information flashed from all parts of the world battle front.

"Actually, the need for keeping the public informed is greater now than ever before," AA continued. "The people want to know not only what is happening to industry and to the goods and services which they can no longer buy in abundant quantities, but why. They want to know, and it is the clear duty of business and industry to let them know.

"Old customers deserve the help of manufacturers in getting the best and longest service possible out of the things they already have; those who are not yet customers have a right to know why they can't buy; and all must certainly be told of the new materials and new methods which are being made available to lessen the burden of the public" (AA, March 2).

■ Because of restrictions on illuminated outdoor displays, the huge tropical fish spectacular operated by William Wrigley Jr. Co. for six years in Times Square, New York, was dismantled (AA, March 2).

After a prolonged absence from the spot radio field, Liggett & Myers Tobacco Co. started a test campaign for Chesterfield cigarettes using four stations in the Chicago area (AA, March 2).

American Bombshelter Co. started small-space advertising in the Providence Journal promoting its air raid shelters for private homes (AA, March 2).

Associated Business Publications issued a manual entitled "Guide to Wartime Advertising," citing case histories on how wartime conditions "increased rather than lessened the need for useful, informative and specific business paper advertising" (AA, March 2).

Willys-Overland started aiming its selling copy at postwar auto buyers (AA, March 9, '42).

■ Kellogg Co., cereal maker, entered the dog food market by launching a large-space newspaper campaign for its Gro-Pup dog food (AA, March 9, '42).

Duane Jones resigned as vice-president of Maxon Inc. and started his own advertising agency, Duane Jones Co., in New York (AA, March 9).

Beet sugar refiners used newspapers to tell farmers that sugar requirements call for bigger crops (AA, March 9).

A new, non-alcoholic cologne was placed on the market by Lucien Lelong Inc. with special newspaper copy in four major cities, plus promotion in the company's regular magazine list (AA, March 9, '42).

Closely-guarded government work helped to offset some of the business lost by Detroit advertising agencies, studios and printers when the automobile industry went into all-out war production (AA, March 9).

Advertising volume in business papers scored a gain of 8.3% during the first two months of 1942 (AA, March 9).

Commonwealth Edison Co. used large-space newspaper ads to explain to its customers that it was promoting only electrical appliances that would not interfere with power needed by industry in the Chicago area (AA, March 9).

Automobile manufacturers sus-

AD SCRIBE creates and produces better than average sales promotion and advertising material at costs well within the smaller firm's budget. Ask for details on your letterhead. AD SCRIBE Box 254 N. Canton, O.

Take a bow, Mrs. America

You're a mighty smart girl. You know what you want and whom to trust. That's why you buy, read and depend upon GOOD HOUSEKEEPING as you do. As a result, the October issue is the largest ever published and the past ten months have been the greatest in our 65-year history. You see, Mrs. America, advertisers are wise, too. They know it's good business to promote their brands in the magazine you trust and to identify their products by the famous Guaranty Seal.

Pages of Advertising . . . October 1950		Cumulative Pages of Advertising . . . January-October 1949-1950			
	1950		1950	1949	Pages + or -
GOOD HOUSEKEEPING	217.4	GOOD HOUSEKEEPING	1436.7	1360.9	+75.8
WOMEN'S SERVICE MAGAZINE A	161.8	WOMEN'S SERVICE MAGAZINE A	1196.4	1194.4	+ 2.0
WOMEN'S SERVICE MAGAZINE B	102.4	WOMEN'S SERVICE MAGAZINE B	778.3	747.3	+31.0
WOMEN'S SERVICE MAGAZINE C	83.3	WOMEN'S SERVICE MAGAZINE C	689.0	742.8	-53.8

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
 IF NOT AS ADVERTISED THEREIN
 Women know — the product that has it, earns it.

GOOD HOUSEKEEPING 9,971,000 READERSHIP
 35¢ per copy The Homemakers' Bureau of Standards 57th Street at 8th Avenue, New York 19, N. Y.

ended publication of their outside house organs for the duration of the war (AA, March 9).

Blackout of lighted signs was ordered in all coastal areas by the Office of Civilian Defense (AA, March 9).

■ Don Francisco, director, radio division, Office of Inter-American Affairs, urged export advertisers to maintain their advertising schedules in Latin America as insurance of their own business futures, and as a guarantee to freedom of press and radio throughout the hemisphere (AA, March 16, '42).

U. S. Rubber Export Co. released institutional copy to 19 Latin American newspapers featuring a rubber conservation theme (AA, March 16, '42).

Pullman Co. decided to continue its advertising campaign for the remainder of the year (AA, March 16).

Price ceilings were set for pork products by the Office of Price Administration (AA, March 16).

In the belief that 1942 would be a year of much moving, Allied Van Lines stepped up its advertising budget 35% (AA, March 16, '42).

ADVERTISING AGE suspended publication of its weekly retail index "until more normal conditions... and many classes of products... are restored." (AA, March 16).

■ The transportation advertising industry organized the National Assn. of Transportation Advertising (AA, March 16, '42).

Instalment credit was tightened by the Federal Reserve Board, which ordered minimum down payments of 33 1/3% (AA, March 16).

More than 350 newspapers in the U. S. and Canada started a series of institutional ads stressing advertising's effectiveness and increasingly important public service role in wartime (AA, March 16).

The nation's taxicab industry turned to advertising in a concerted effort to get its tire priority rating stepped up to a par with that of public buses (AA, March 23, '42).

Proposals to tax advertising were aired before the House ways and means committee (AA, March 23, '42).

■ Armour & Co. launched an Easter promotion for its Star and Globe hams which it called "the biggest ham-selling campaign of all time." Ads were scheduled in national magazines and 700 news-



WEEKEND FISHERMEN—Robert J. Misch, vice-president of Al Paul Lefton Co.; Actor Guy Kibbee, and Murray Kushell, ad director, Pal Blade Co., were among the "Rod and Gun Club of the Air" members flying to Bermuda for a long weekend of fishing. The program is heard over MBS under sponsorship of Pal razor blades.

for its campaign in 315 newspapers in 229 cities (AA, March 23).

Thirty-nine wartime tasks for advertising were listed by the Advertising Federation of America in its "Guide for Wartime Advertising Policies" (AA, March 23).

Newsprint restrictions in Great Britain necessitated rationing advertising space (AA, March 23).

Service stations selling gasoline were ordered to restrict business to 12 hours a day, six days a week by the OPA (AA, March 23).

Hills Bros., San Francisco, was first marketer of vacuum-packed coffee to advertise use of tinless cans. Its switch to blackplate was announced in 1,000-line ads in 425 newspapers (AA, March 30, '42).

■ All major oil companies with government approval agreed to devote a large share of each company's advertising to promoting conservation (AA, March 30, '42).

Canada curbed all advertising allowance in the women's, children's and misses' wear fields (AA, March 30).

Veco Products Co. launched new copy featuring its glass package for toothpaste (AA, March 30).

Other stories of 1942—which bears a remarkable resemblance to 1950—will follow in subsequent issues.

16" TV Set Demand Grows

Tele-Que, Los Angeles, TV researcher, reports that 16" television receivers now account for 32% of the sets in the Los Angeles area, compared with 14.7% in April of this year. The 12" set size holds its previous lead with 39.7%, and the 10" models now account for 21.6% of the total, as compared with the April figure of 36%.

Steuben Promotes Tredennick

J. Beacham Tredennick, director of advertising and public relations, has been appointed vice-president of Steuben Glass Inc., New York. He joined Steuben in 1938 after being with the Northeastern Construction Co. of New York. Mr. Tredennick will continue to direct Steuben's advertising and public relations.

papers (AA, March 23).

A new appeal, based on the box," was adopted by the California Fruit Growers Exchange



...like California without the **Billion Dollar Valley of the Bees**

READ...

"Remodeling Business is BIG Business"

● Homes, stores, schools, theatres—kitchens, bath, attic and basement rooms... snack bars, cabinets, closets... there's money in remodeling for both owner and builder, and a market measured in millions for the alert advertising and sales executive. Read about it in **PRACTICAL BUILDER** for October, starting on Page 94.

October issue

"PRACTICAL BUILDER"

5 South Wabash Ave., Chicago 3

THE SACRAMENTO BEE
Of all newspapers in the West, Media Records rank it 2nd in total daily advertising linage. Reaches 9 out of 10 families in ABC city zone... half of all families in 19-county trading area.

THE MODESTO BEE
Reaches 9 out of 10 families in ABC city zone... half of all families in Stanislaus County. No outside daily newspaper is read by more than 6% of the families in Stanislaus County.

THE FRESNO BEE
Located in nation's No. 2 test city—the shopping center for more than 1/2 million people. Reaches 9 out of 10 families in ABC city zone... half the families in 4-county ABC trading area.



To score in California, make sure you have its Billion Dollar Valley covered. That's California's big inland market—with almost as many people as Los Angeles... more buying power than San Francisco.*

But don't expect to cover this inland market with coastal California papers. They don't get around the distant Valley any more than Philadelphia papers get around distant Pittsburgh.

Be sure, then, that you schedule the strong local papers—the three McClatchy papers. Each of them is the unquestioned favorite in its own rich part of the Valley. Together, they cover the entire market as does no other newspaper combination—local or West Coast.

*Sales Management's 1950 Copyrighted Survey

McClatchy Newspapers

National Representatives... O'MARA & ORMSBEE, INC.
New York • Los Angeles • Detroit • Chicago • San Francisco



The Case of the Puzzled Employee

It was 5 o'clock at night and quieting time at the office of The Pullman Company. John Matthews closed off his desk, slipped into his hat and coat, and started for home.

He stopped at the automatic on the corner to pick up his evening paper. Remembering it was Friday, John also bought a copy of *Life* magazine.

On the suburban train, with a half hour ride ahead of him, he unfolded his paper, took a quick look at the headlines, then turned his attention to *Life*.

Across the side of the train, John noticed a woman also looking at a copy of *Life*. She was passing over a full page advertisement that showed a man on a boat looking out of the window and waving to what appeared to be his wife and two children. John saw the word "Pullman" at the bottom of the page.

That was his company. Instantly, he called through the paper until he came to the ad in his copy.

"I have three good reasons for going Pullman," read the ad. Quite impressive, thought John. He'd never read a lot of his company's ads. Must cost a lot of money to advertise. He poked about the effectiveness of Pullman advertising.

Then the big question came to John's mind: **Why does The Pullman Company advertise?**

Perhaps you've been puzzled by this same question. You'd like to know—and you should know—why your Pullman Company spends money to advertise its services.

So—turn the page and listen to what John says the question and your Pullman Company answers them.

Why does Pullman advertise?

Pullman advertises to convince people that the best way of traveling is to go Pullman.

Who are these people Pullman is trying to convince?

Anyone who travels in the United States (Canada and Mexico, International) 128 of more miles apart. It might be you, your neighbor's wife, the boss, absolutely anyone.

How does Pullman know that these people will be convinced?

Pullman could send a salesman door-to-door to talk to these people. Pullman could send them a printed or letter. Pullman could call them by telephone and talk to them personally. Pullman could do all these things and many more. But all of these would cost too much to be practical.

How much does it cost Pullman to tell its sales story to a person once?

Pullman pays only a fraction of a cent (usually \$0.0152) to reach one person with the copy of Pullman Sales, Circular and Brochure.

How can Pullman do it so cheaply?

Millions are read regularly by millions of people every week. They get Pullman service through the eyes of a prospective traveler. They try to give the reader the feeling that he himself is enjoying the comfort and pleasure of a trip by Pullman. Comfort, safety, convenience, dependability and economy are stressed in a manner that is understandable and appealing to prospective travelers of all ages.

Let's see some of these typical Pullman ads.

Ads like these appear in widely and monthly general interest magazines. They portray Pullman service through the eyes of a prospective traveler. They try to give the reader the feeling that he himself is enjoying the comfort and pleasure of a trip by Pullman. Comfort, safety, convenience, dependability and economy are stressed in a manner that is understandable and appealing to prospective travelers of all ages.

Ads like this one appear in business magazines. They are designed to appeal to men who travel on business. Each ad is built on comfort, safety, and dependability. . . . proves that a man's family worries less when he goes Pullman. . . . that a business man can work on the way . . . understands the advantage of a good night's sleep of arriving fresh and rested, promptly, and right at the heart of town.

Even girls, glamour girls, and just girls must travel, too, whether for business or for pleasure. So, Pullman calls out the red carpet to the young men through *Life* magazine. A new note in Pullman advertising is showing the girls in fashion-dest countries with credit lines going to Montreal, Field, Chan. A. Stevens, Park & Park, and others.

To the vacationer, to the mountaineer, to a lake, or for a winter ski trip, going by Pullman is comfortable, dependable, and above all safe! This is a reminder advertising which appears in widely and monthly general interest magazines. To prospective travelers, during peak vacation periods, or during bad weather months, this advertising suggests that wherever he, or her destination may be, Pullman is the best way to go (in style).

Look . . . I never realized advertising played such an important part in my life. Actually, it's an investment in Pullman's future and helps guarantee my job!

PULLMAN TELLS THEM—Pullman Co. tells its employees exactly why it advertises in an unusually easy-to-read four-page article in the July issue of "The Pullman News," its employee publication. In simple style, with

a minimum of words and a great many simple line drawings, the company explains its advertising purposes and philosophy, discusses costs, and points out the importance of the job for employees as well as company.

NNPA's Midwestern Regional Meeting Set for Nov. 20-21

INDIANAPOLIS, Oct. 18—Discussions of problems in editorial promotion, circulation, research and advertising promotion will highlight the National Newspaper Promotion Assn.'s midwest regional convention here Nov. 20 and 21.

Wallace Lomoe, managing editor of the *Milwaukee Journal* and head of the Associated Press Newspaper Content Study, and Walter Leckrone, editor of the *Indianapolis Times*, will discuss editorial promotion techniques at a Monday morning session.

The afternoon of Nov. 20 will be devoted to circulation promotion.

Walter Aronoff, circulation director of the *Detroit Times*, will be the featured speaker. Also on the program are a number of five-minute talks by midwestern circulation men, each of whom will describe his best circulation promotion plan.

According to Clarence W. Harding, public relations director of the *South Bend Tribune* and president of NNPA's midwest region, featured luncheon and dinner speakers include: Eugene C. Pulliam, publisher of the *Indianapolis Star and News*; Paul D. Gilbert, president of the National Assn. of Retail Clothiers & Furnishers, and Sam Freeman, director of advertising for L. Straus & Co., Indianapolis.

Others on the program include

Robert H. Spahn, administrative assistant of the *Oklahoman*, Oklahoma City, and president of the Newspaper Personnel Relations Assn.; A. W. Lehman, managing director of the Advertising Research Foundation, and A. Edward Miller, director of research for *Life*.

Also, Maurice T. Reilly, manager of research for the *Chicago Tribune*, and Louis E. Heindel, advertising director of Madison Newspapers Inc.

Registrations for the conference, sponsored by the *Indianapolis Star, Times and News*, are being handled by Fred Howenstine, promotion director of the *Star and News*. Newspapers interested in promotion are invited to attend, even though they are not NNPA members.

Exhibits Contemporary Design

Sponsored by the Society of Contemporary Designers, selected examples of the work of the nation's top contemporary designers in the fields of graphic arts, packaging, furniture and industrial design are being shown throughout the month of October at the California State Exhibition, Los Angeles. This marks the first time that a national contemporary design showing has been held in the West.

Launches Scotch Campaign

Quality Importers, New York, is pushing Ambassador 25- and 12-year old Scotch with ads ranging from 300 lines to full pages in 53 newspapers. The fall campaign also will use half pages in *Coronet*, *Cue*, *Fortune*, *Life* and *The New Yorker*. Monroe Greenthal Co., New York, is the agency.

Culligan Appoints Harshe

Culligan Zeolite Co., Northbrook, Ill., industrial and residential water softening service, has retained W. R. Harshe Associates, Chicago, to conduct its public relations program.

Shelhamer Agency Moves

Vance Shelhamer Advertising Agency's Seattle office has moved to Bryant's Marina, 1129 E. Northlake.

Lane to 'American Home'

Barbara Lane, formerly with Look and Reuben H. Donnelly Corp., has joined *American Home*, New York, as promotion coordinator. She will work with department stores on *American Home's* Spotlight, a merchandising program designed to tie in department store promotions with the magazine's editorial features and advertising.

Pabst Aims Fights on Radio

Pabst Sales Co., Chicago, which started a regular CBS-TV fights series with the heavyweight championship bout, has extended its Wednesday night boxing coverage to radio, also over CBS. Warwick & Legler, New York, is the agency.

Sadler to 'L. A. Examiner'

Robert F. Sadler, former retail advertising manager of the recently suspended *Oakland Post Enquirer*, has joined the display advertising staff of the *Los Angeles Examiner*, specializing in ready-to-wear accounts.

Battestin Joins 'Parade'

Martin Battestin, formerly with *American Druggist*, has joined the sales staff of *Parade*. Mr. Battestin will cover the Philadelphia territory.

NO MORE SEARCHING FOR THE IDEAL TEST MARKET—



WHEN YOU TEST GREEN BAY, WIS. YOU TEST THE NATION

- CROSS-SECTION POPULATION
 - EXCELLENT, COOPERATIVE ADVERTISING MEDIA
 - EXCELLENT DISTRIBUTION OUTLETS
 - DIVERSIFIED INDUSTRY, BUSINESS AND AGRICULTURE
 - AN ISOLATED COMMUNITY
 - GROCERY STORE PANEL GIVING WEEKLY SALES ON TESTED BRANDS
- WRITE - WIRE DAN BEISEL Mgr., Gen'l Adv.
- ## GREEN BAY PRESS-GAZETTE

Which for You?

jigsaw-puzzle advertising production . . . or

ENGRAVING AD-SETTING in 3 1 PRINTING

ALL IN ONE FINE PIECE

Jigsaw-puzzle advertising production takes countless extra hours of a busy executive's time; adds worry and frequent disappointment to his load. It's never easy to effectively fit together separate pieces from different sources . . . When you use Faithorn 3-in-1 service, you get complete advertising production all in one fine piece. You center responsibility for Typesetting, Engraving and Printing. Write—or telephone **Whitehall 4-2300**.

FAITHORN is the **ONLY** concern in Chicago that offers advertisers this **COMPLETE SERVICE** . . . a definite saving of **TIME, TROUBLE** and **MONEY**.

SPECIALISTS IN COLOR PROCESS PLATES

FAITHORN CORPORATION
400 North Rush Street • Chicago
Telephone **Whitehall 4-2300**

Organized Labor Fully Organized in Politics Now

(Continued from Page 52)

union man gets his political education two ways: through the state and local network of PAC and LLPE committees, and through his union's international.

■ Labor's entry into politics goes back to 1943, when CIO organized its Political Action Committee under the late Sidney Hillman.

Records showed that in 1938 "42,000,000 people didn't vote, and 71 liberal congressmen were defeated"; in 1942 "55,000,000 people didn't vote, and 51 liberal congressmen were defeated." CIO discovered an important fact: that only about 25% of its 6,000,000 members were registering to vote.

A good part of PAC's job is to interest CIO people in voting. The same is true of LLPE, set up in 1948 to do a political action job among AFL's 8,000,000 members.

PAC and LLPE are both full-time operations, with small head-quarter staffs in Washington, and elaborate field setups, promoting their programs at state and local levels.

■ PAC's budget in 1948 was \$1,000,000 nationally and locally, raised by \$1 contributions from CIO members. LLPE raised about \$2,000,000 this year, at \$2 a head, from AFL members.

A substantial portion of labor's money is spent at state and local levels to help the candidates labor endorses. But labor leaders feel the biggest contribution they have to offer is their endorsement and their manpower.

Labor leaders deny that they hope to "deliver" votes. They say it requires little selling to induce laboring men to vote for candidates who represent their economic interest.

PAC and LLPE, therefore, both concentrate on publicizing voting records of congressmen and senators who seek reelection. National headquarters of both organizations devote a good part of their time to compiling and reporting voting records. Early in the campaign, these records go to state and local units. Endorsements are made at the local levels.

■ LLPE's summary for the 81st Congress is captioned, "Your Security Checklist." Members of Congress are graded "right" or "wrong" on 10 selected issues, from the Taft-Hartley Act to "Voice of America" and economic aid to Korea. Taft-Hartley is the key issue, LLPE says, but Korea concerns everyone too.

"That is good," LLPE observes, "because when you compare the votes, the record shows that LLPE-backed liberals voted to keep our country strong. The reactionaries talked anti-communist and voted pro-communist on foreign measures."

Though PAC and LLPE have no more than 20 fulltime professionals in Washington, both have fulltime people at offices in industrialized states and communities. Both organizations operate state headquarters in all states. PAC has a committee in all areas where CIO operates. LLPE operates 850 "regional" units, reaching locals in every city, and in every congressional district. Every AFL local has a five-man political education committee.

■ Since 1943, PAC has succeeded in pulling CIO voting to the point where 60% of its members are

registered to vote. LLPE has perfected a precinct and block captain system, designed to insure that every AFL member is contacted at registration and voting time.

LLPE's 850 regional organizations, covering every congressional district in the country, begin matching AFL and voting registration lists long before election time. Names of unregistered AFL members are filtered down to block captains for personal visits. Others are contacted by telephone—with two, three or four follow-up calls to be sure the man registers.

A similar organization will operate on election day, to see that registered AFL voters go to the polls.

■ National PAC and LLPE rely heavily on direct mail and the labor press to distribute materials. PAC has weekly mailings to 15,000 active PAC workers on all levels—international unions, state and local. LLPE's weekly "League Reporter" goes to 92,000 LLPE work-

ers, and union officers each week.

For rank and file union members, the labor press is PAC's and LLPE's best contact. Mats, story ideas, cartoons and drop-ins developed by PAC and LLPE appear in national and local union papers.

PAC has a list of 145 top CIO papers, sublist of 300 others, plus another 750 regularly issued mimeographed papers. LLPE uses AFL international journals with 4,000,000 circulation, and gets another 2,000,000 through other labor papers.

■ Since they work with large numbers of volunteers, PAC and LLPE both produce considerable training material. PAC workers have prepared brochures on how to solicit contributions, how to get people registered. LLPE has a prepared kit telling its regional units how to organize registration and voting campaigns.

Labor's biggest advantage in political activity, its leaders believe, is continuity. Unlike political

organizations which rest on patronage and fall apart between campaigns, unions have a continuing purpose, and "members are voting their pocketbooks."

Neither PAC nor LLPE are extensively engaged in the purchase of advertising space or time at the national level during this year's campaign, though both provide transcriptions and other materials for state and local units, which are spending money to help their candidates.

■ PAC's only direct expenditure is for an ABC three-state network Nov. 2 for a pre-election speech by CIO President Phil Murray. LLPE sponsors Frank Edwards with the news five nights weekly on 175 Mutual stations.

Among PAC materials are: literature on organization procedure, a comics book biography for use against Senator Taft, a speaker's book of facts, non-partisan transcriptions and spots urging voters to register. PAC materials are sold at cost to users.

(When the "Kiplinger Letter" carried a report that PAC issued a "speaker's book of facts," more than 2,000 business men sent in for copies at 35¢.)

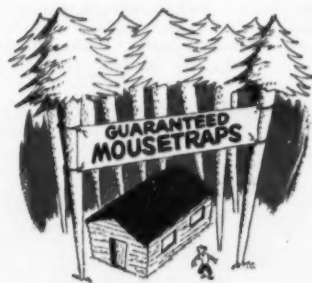
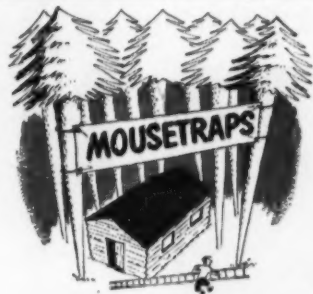
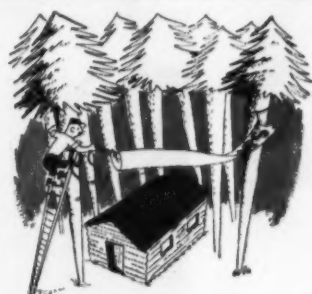
LLPE offers cartoons and transcriptions. Its "non-partisan" recordings, featuring public figures pro and con on controversial issues, are used by 220 radio stations. It recently distributed transcribed spots by big name entertainers, urging citizens to vote.



SOUNDS LIKE MAGIC WORKS LIKE MAGIC

YOU could set type for an ad like this right at your own desk. It's no trick at all with FOTOTYPE - the streamlined successor to metal type. Just slip die-cut cardboard letters into exclusive, self-aligning composing stick. Slashes type costs. Makes layout preparation easier, faster. Wide selection of type faces. Catalog free!

FOTOTYPE, INC., 1415 Roscoe, Chicago 13



Moral: If you have a better "mousetrap," you, too, will get results when you advertise in HOLIDAY... because you reach the 820,000 most responsive families in America!

HOLIDAY... the most MASSive CLASS market in the world!

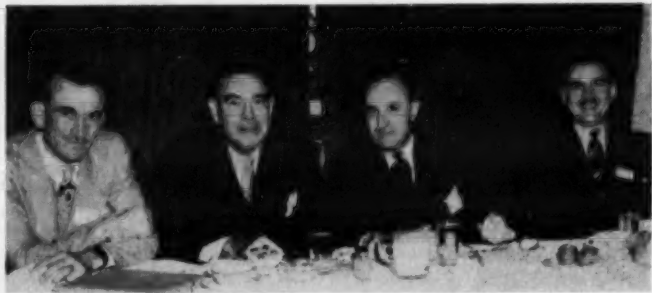
PHOTOGRAPHIC REVIEW



AT COAST AGENCY MEETING—The Pacific Four A's convention at Coronado, Cal., drew this congenial group together. The lone wolf in the background is Jack Kimball of Woman's Home Companion, San Francisco. Those at the table are (from left) Mrs. Loyd Chappell, National Outdoor Advertising Bureau, Los Angeles; Mrs. Charles Levitt, Smalley, Levitt & Smith, Los Angeles; J. A. Brogdon, Outdoor Advertising Inc., Los Angeles; Jack Smalley, Smalley, Levitt & Smith, Los Angeles; Carl K. Tester, Philip J. Meany Co., Los Angeles; and Mrs. Tester.



COLE FAMILY GATHERING—The whole family was on hand to congratulate L. C. Cole of L. C. Cole Co., San Francisco, on his election as chairman of the Pacific Council, American Association of Advertising Agencies, at the Coronado, Cal., convention. From left are Mr. and Mrs. Frank Pastore of San Diego (Mrs. Cole's sister); Jim Adams of Los Angeles; Mrs. Cole; Joe Fox of McCann-Erickson, San Francisco; Mr. Cole; and his niece, Eleanor Pastore.



DOMINION ADMEN—Here at luncheon during the Newspaper Advertising Managers Assn. of Eastern Canada meeting in Montreal are (left to right) J. C. Anderson, Kitchener-Waterloo Record, Kitchener, Ont.; Russell C. Ronalds, Ronalds Advertising Agency; Martin Livingston, Halifax Herald Ltd., retiring president; and St. Clair McCabe, Reporter, Galt, Ont.



TELEVISION TWOSOME—W. Somerset Maugham (right), British writer, made his first appearance on TV Oct. 18 as host-narrator of a 30-minute dramatization of his stories over CBS. Sponsor of the series is Bymart Inc., New York, of which Martin L. Straus II (left) is president.



ART DIRECTORS EXHIBIT—Awards were presented Oct. 5 to members of the Art Directors Club of Chicago who submitted the best noncommercial paintings for this year's judging. Present at Stevens Gross Studios for the awards presentation were, left to right: Copeland Berg, art editor, Chicago Herald-American; Dave Garraway; Clarice Craig; Charles R. Prilik of J. Walter Thompson Co., whose painting (shown between Garraway and Miss Craig) won the 1st award; Fred Boulton, J. Walter Thompson, winner of an honorable mention for his entry; and Walter Howe, R. R. Donnelley Co., president of the Art Directors Club.



EBONY HAS A BIRTHDAY—And this group of advertising people is having a hilarious time over a gag. Left to right are William Purcell of Batten, Barton, Durstine & Osborn; LeRoy Jeffries, national advertising representative of Ebony; Kay Saunders, Young & Rubicam; Donald Swanson, ad manager of the Amino

Division, International Minerals & Chemical Corp.; and Edward Wurtzebach and Richard Stevens of Y&R. The Negro picture magazine celebrated its fifth anniversary with a cocktail party at its Chicago headquarters attended by several hundred local admen.



REPORT—The outdoor advertising industry's contribution to the Independence savings bond drive was reviewed at a meeting of industry executives in Washington. Here Leonard Trester (right), of General Outdoor Advertising Co., chairman of the Treasury Department's outdoor advertising advisory committee, presents a report to Secretary of the Treasury John W. Snyder. At left is Francis P. Matthews, Secretary of the Navy.



SPEAKERS' PRE-LUNCHEON SESSION—Informal shots taken at the New York convention of the Export Advertising Assn. show (A) Eugene P. Warner, vice-president of McGraw-Hill International Corp.; William Swingle, executive vice-president, National Foreign Trade Council; and Carl Linscheid, manager, export division, Fairbanks, Morse & Co. (B) Paul B. West, president, Assn. of National Advertisers, and Eugene Holman, president, Standard Oil Co. (N. J.). (C) Frank Hoffman, vice-president, Intertype Corp.; John

F. McKiernan, regional director, U. S. Department of Commerce; and Vergil Reed, director of research, J. Walter Thompson Co. (D) Josiah B. Thomas, vice-president, Reader's Digest International Editions; Bartow Underhill, special assistant to general manager, U. S. State Department; James F. Curtis, president, Coca-Cola Export Corp.; Eugene Holman, president, Standard Oil Co. (N. J.); and Paul E. Moss, Paul E. Moss & Co. In the background is C. D. Jackson, publisher of Fortune.

The Sciences in Industry

RESEARCH SERVES SELLING

One of the most valuable attributes of research in the steel industry is that it is not confined exclusively to the steel industry. The products of the steel mills are largely capital goods, subsequently fabricated and used in many industries beyond the plant enclosures. So it is essential that an important part of steel research be devoted to an adequate study and understanding of the processes and service requirements of the customers.

The producer of pipe, for example, must be well informed about the flow of gases and liquids under pressure. A producer of steel sheets does not long remain in the sheet business if he fails to learn the niceties of a hundred or more stamping and deep drawing operations. The manufacturer of tin plate finds himself steeped successively in evaporated milk, prune juice and black cherries, while helping to solve problems relating to soldering and lithographing. As to the stainless steels, which have gained wide acceptability in a relatively short period of time, the research which has created them would likely be unprofitable if it did not include a major amount of probing into the problems associated with their utilization.

The market for steel is peculiarly dependent upon the vigorous performance of numerous industries which use it as basic material; hence the concern of steel research with the processes and products lying in the fields beyond its own domain.

R. E. Zimmerman

R. E. Zimmerman is vice president—
research and technology of the United
States Steel Corporation of Delaware.

This series of advertisements is published in the interest of a wider understanding of the role of science in industry by the only U. S. magazine which covers all of the sciences. Reprints upon request: **SCIENTIFIC AMERICAN** 24 West 40th Street, New York 18, N.Y.

Advertising in the Test Stage

Hotpoint Signs TV Show on Test Basis; Increases Ad Budget

CHICAGO, Oct. 17—Hotpoint Inc. has signed as one of the sponsors of "Homemaker's Exchange," a five-a-week, half-hour show (4-4:30 p. m., EST) over a 24-station CBS video network.

This first sustained use of TV by the appliance maker is a test. Although the contract is for 13 weeks, company officials expect to continue the show for as long

as a year.

In announcing its decision to sponsor the daytime show, Hotpoint declared that appropriations for other media will not be cut. The company plans to increase its use of color spreads in *Life* and *The Saturday Evening Post* this fall and will also step up its co-op newspaper advertising in the same period.

Hotpoint TV commercials will be built around demonstrations of its 12 kitchen and home laundry appliances, and dealers in cities where the program is broadcast will be encouraged to hold cooking schools in their stores at show time.

In some areas, the company is arranging for cut-ins by dealers or distributors preceding and following the telecasts. Hotpoint magazine ads also will carry plugs for the program.

Sales tests, checks on the merchandising effectiveness of the telecasts, and audience reaction tests will be conducted throughout the experimental period. Results are expected to play a part in determining the company's future attitude toward the medium. Maxon Inc. is the agency.

LORENTZEN SUCCEEDS IN DEMONSTRATIONS TEST

New York, Oct. 17—Levelor Lorentzen Inc., manufacturer of venetian blind parts, has been conducting sales promotion tests in eastern and midwestern cities and now is planning to extend the plan to the entire country.

The program is based on the theory that department stores will be willing to pay the entire advertising bill for private brand product promotion if the private brand marketers provide demonstrations with outstanding consumer appeal.

The Levelor Lorentzen plan comprises a series of lectures on

use of color in the home by a home style consultant. The company's first consultant lectured once a day for three days in each store, using five "sample" rooms, each with a colored venetian blind to complement the decor.

Following each lecture, the home stylist held an open forum and answered questions on decorating. Stores in such cities as Miami, Rochester, Milwaukee, Minneapolis, Chicago, Memphis, Indianapolis, Atlanta and St. Louis approved the program, primarily because of the absence of product demonstration and the increase in customer traffic.

CHICAGO HAT COMPANY RUNNING AWARDS COPY

CHICAGO, Oct. 17—Citation Hat Co., division of Mid City Uniform & Hat Co. here, has begun test promotion for its new line of Citation hats. Weekly 100-line insertions in the *Chicago Daily News*, *Sun-Times* and *Tribune* feature the "Citation Award of the Week,"

MEL TORME AWARDED CITATION OF THE WEEK



Chicago, Sept. 20—Mel Torme, popular singer and composer, today was named winner of the "Citation of the Week" award. The award is made each week to a Chicagoan in the arts. Torme, who set new records in his recent Oriental Theatre stage appearance, was just 15 and a student at Chicago's Hyde Park High School when he wrote his first of many big song hits, "Lonesome Love." Now 25, he is a first-class singing star of stage, screen, and the airwaves. To Chicago's own Mel Torme, a tip of our Citation hat!



THE MARTINOUE \$7.50

Hand crafted of firm, supple felt for lasting good looks. "Citation Award" winner, naturally named best. Newest fall colors.

Other Citation Hats, \$7.95 to \$10

CITATION

The Hat GUARANTEED to Keep Its Good Looks

All leading hat stores in Town. Phone 75-1233 for Name of Nearest Dealer.

AWARD—Mel Torme wins weekly Citation award in test ad in Chicago dailies.

given to a prominent Chicagoan in the news.

The campaign began with a four-color page in the *Tribune*, followed by b&w copy in other dailies. Supplementing the drive are one-minute and 20-second TV spots, plus local radio spots. Mats and point of purchase material have been made available to the 28 local dealers now carrying the Citation line.

Copy guarantees the hat "to keep its good looks"; a purchaser may return his hat for factory reconditioning any time within six months, for a maximum charge of 50¢, a company representative said.

Present plans call for national distribution following tests in other areas. Jones Frankel Co. here handles the account.

OVALTINE PUSH TESTED IN CANADIAN CITIES

PETERBOROUGH, ONT., Oct. 18—A. Wander Ltd., Canadian marketer of Ovaltine, on Oct. 23 will launch two test campaigns, one in London, Ont., and the other in Windsor.

The London campaign will use full and half pages in the *London Free Press* and a 15-minute, five-a-week radio show, "Adventures of Superman," on Station CFPL. Both newspaper ads and radio commercials will offer an Ovaltine shaker mug. Counter and window displays will be used to supplement the campaign.

Ovaltine's Windsor campaign is built around full and half-page newspaper insertions in the *Windsor Star*. Copy will boost the 30-day Ovaltine test, with coupons offering the shaker mug for 15¢ and the inner aluminum seal from an Ovaltine tin. Radio spot announcements three times daily, car cards, counter and window display material and movie advertising also will be used.

McKim Advertising, Toronto, directs the account.

ATLANTIC SYRUP TESTS CHILDREN'S PREMIUM

PHILADELPHIA, Oct. 17—Atlantic Syrup Refining Co., marketer of Donald Duck chocolate syrup and Quaker Maid syrup, has launched a drive in eastern Pennsylvania and New Jersey offering a set of spurs in exchange for a Donald Duck can top or a Quaker Maid label.

Television spots and newspaper ads in five papers in the area are being used, along with store display material and window cards.

If the test proves successful, and if spurs still are available by the end of the year, the company plans to extend the promotion to the Midwest and, eventually, to the West Coast.

J. Robert Mendte Inc. is the agency.

Wilson Joins Cooper-Hewitt

Glenn A. Wilson, formerly vice-president in charge of advertising and sales for U. V. X. Industries Inc., has been named advertising director and sales promotion manager of Cooper-Hewitt Electric Co., Hoboken, N. J., manufacturer of mercury industrial lighting equipment.

DANNER

ADVERTISING AND PUBLICATION PRESS PRINTING

Akron, Ohio

FRED W. DANNER - PRESIDENT



How a habit* means sales in South Dakota

* The South Dakota Dailies are an established habit with 9 out of 10 South Dakota families, both rural and urban, providing the only economical method of reaching this rich market.

If you are out to get your share of the profitable South Dakota market, these sound reasons why the South Dakota Dailies are the *only* profitable media for influencing South Dakota folks will interest you:

The South Dakota Dailies are a habit with 9 out of 10 families, *rural and urban*, who buy 80% more than the national average.

The powerful, locally-managed and locally-edited South Dakota Dailies are unchallenged by any

out-of-state metropolitan daily. No other single advertising medium can deliver this market!

Only the South Dakota Dailies are on the spot in the six key buying centers to *locally* recommend your product to a *local* market.

Only the South Dakota Dailies have the established reader appeal and reader response that can boost your brand to the top.

Take advantage of this South Dakota habit. Specify insertions in the South Dakota Dailies . . . the *one* media that will sell your product profitably in this \$300,000,000 market.

WRITE FOR COMPLETE FACTS. New booklet tells you all about the South Dakota market and the economical South Dakota Dailies' way of reaching it. This information-packed booklet has helped hundreds of advertisers get their share of South Dakota sales and it's yours for the asking. Just write: South Dakota Dailies, Box 1278, Huron, S.D.



SD DAILIES

COMPRISE SIX LOCALLY MANAGED AND LOCALLY EDITED NEWSPAPERS SERVING THE SIX PRIMARY MARKETS OF SOUTH DAKOTA . . . RURAL AND URBAN.



California Agencies Devise Plan to Handle Accounts for Men in Service

(Continued from Page 1)
 the profit margin of each account. The percentage payment would be made at agreed intervals—monthly suggested—for the duration of active military service of the affected member. It is recommended that the affected member advise the steward agency of his discharge from active military service within 30 days of such discharge, and he should advise the steward agency of his intention concerning the future of his accounts, within an agreed time of the discharge notice.

In the event of the death of the affected member, the contracted payments would be made to the heirs for two or three years from demise, with the account then becoming the property of the steward agency.

Any steward account might be ethically solicited at any time by an SCAAA member in the interest of healthy competition, client welfare and the affected member. However, all association members would be bound to the same contractual arrangements, if a steward account is secured.

■ The stewardship would then be terminated according to one of the following methods, as elected by the affected member:

A. The steward account would remain with the steward agency with the original percentage payment continuing for an originally agreed period (two or three years suggested). After this period, the account would become the full property of the steward agency, and the affected member would lose all rights, including the right to solicit, accept, or in any way to benefit financially from the account for a further period of time (three years suggested).

B. The affected member would recover the steward account, paying to the steward agency a percentage of gross billings as originally agreed (1% suggested) for a period of time as originally agreed (one year suggested) in order to compensate the steward agency for work involved in retiring the account, dislocations of personnel, etc. The steward agency could not solicit the account for an agreed period (one year suggested) after final termination.

■ C. The affected member would offer the account for sale to the steward agency for a fixed sum, and if this offer were refused, the same offer could be made to any other agency. However, the first offer of sale must be made to the steward agency. In the event of sale to another agency, the steward agency would be compensated under one of the two methods indicated.

covered a steward account, either from a member or non-member agency during the period of the original contract, the contract would again become effective.

All association members would be advised of all affected member-steward contracts, and the terms agreed upon.

525,130 TV Sets in Boston; 86,880 Sets in Providence

The sale of television sets in the Boston coverage area has reached 525,130, according to a joint survey conducted by WBZ-TV and WNAC-TV. The increase during the month of September was 35,188. There are 520,115 sets installed in homes and 5,015 sets in public establishments.

In addition, WBZ-TV and WNAC-TV report that there are 86,880 sets in the Providence area.

Appoints Walsh Agency

All-Steel Buildings Ltd., Toronto, has named the Toronto office of Walsh Advertising Co. to handle its advertising. Ads are now appearing in Ontario dailies.

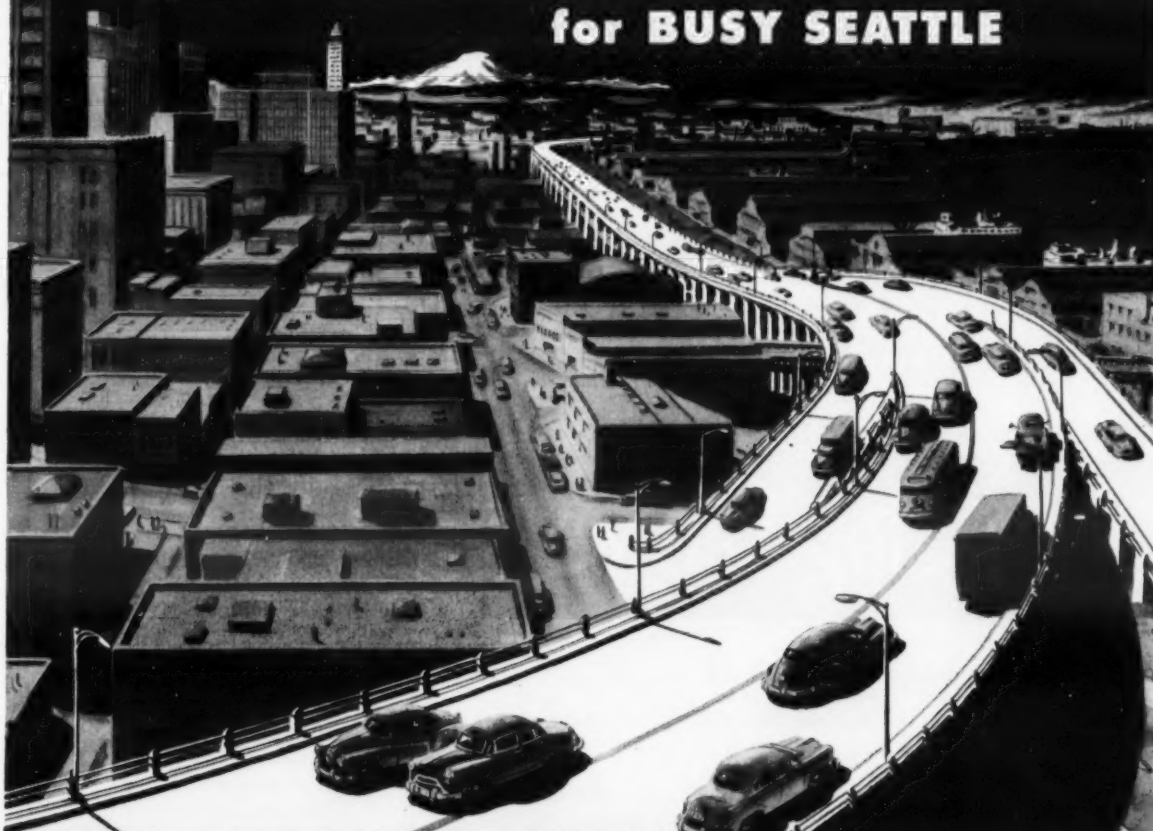


NEW VERSION—Walter H. Annenberg (center), president of Triangle Publications, is shown with Frank M. Folsom, president of RCA, and Alice Thompson, publisher of Seventeen, at a party given by Triangle to introduce its newest publication, "Happy Mother Goose," a new version of the old nursery rhymes. RCA has recorded "Happy Mother Goose" with Kukla, Fran and Ollie.

NOW UNDER CONSTRUCTION:

Six Million Dollar Viaduct

for BUSY SEATTLE



TWENTY thousand automobiles and trucks will travel daily over the new six million dollar Alaskan Way viaduct now being constructed in Seattle to handle this city's ever-increasing traffic.

In the past decade, the number of automobiles in and around Seattle has increased from 155,150 in 1940 to more than 300,000 today.

Seattle's growth is important to advertisers who realize this market ranks first in retail sales per capita of the nation's leading markets—including such cities as Los Angeles, San Francisco, Chicago and New York—and second in effective buying income per capita.

Advertisers know success can be found in this rich market through concentrated, frequent advertising in **THE SEATTLE TIMES**.



THE SEATTLE TIMES

REACHES 8 OUT OF 10 SEATTLE HOMES

Represented by O'MARA & ORMSBEE • New York • Detroit • Chicago • Los Angeles • San Francisco

TRAVEL MAG MAKES BOW

Under NEW OWNERS



NOW in its 49th YEAR

TODAY Travel

is completely modern—a newly re-vitalized magazine, unique in the field of travel, vacation, exploration and outdoor life.

Write for sample copy and advertising rates

TRAVEL MAGAZINE
 1270 Avenue of The Americas
 Rockefeller Center, N. Y. City

Adclub Elects Mrs. Tolle

Muriel Tolle, vice-president of the Tolle Co., San Diego agency, has been elected president of the Advertising and Sales Club of San Diego. Mrs. Tolle is the first woman to head the club since its organization in 1911.

Hanofee Joins Ray-Hirsch

James S. Hanofee, who formerly operated his own advertising and merchandising service for agencies, publishers and advertisers, has been appointed executive vice-president of Ray-Hirsch Co., New York agency.

G. D. Crain Jr. Says . . .**School Texts Need Watching**

Back in 1935 ADVERTISING AGE made a comprehensive study of the way in which business and advertising were presented to high school and college students through the text books then in general use. It was discovered both that many of the texts were definitely anti-business and anti-advertising, and that many of the teachers leaned in the same direction.

Teachers in business schools connected with universities found that many of their students came to them already indoctrinated with the idea that the American economic, political and social system was badly in need of overhauling, and that radical changes in our institutions were in order.

As the result of that study, ADVERTISING AGE initiated a series of contests for high school and college

students on the general subject of how advertising benefits the consumer, by assisting the machinery of mass distribution to spread widely the benefits of mass production.

■ These contests, intended to give students a clearer picture of the American economy and the advances in living standards which it has made possible, were conducted for five years—1936-1940—in cooperation with the Advertising Federation of America. Since then the AFA has conducted them independently, and is doing a good job which should be aided by all interested in a better understanding of the business system of which advertising is an important part, and by the boys and girls who will be the business executives, work-

ers, housewives and voters of the future.

That the job has not by any means been completed, and that constant review of texts used in grade schools, high schools and colleges is very much needed is shown by reports of current text books published by the Educational Reviewer, New York, which provides a quarterly review of educational materials for the Committee on Education of the Conference of American Small Business Organizations.

■ A recent issue contained a review of "Changing Countries and Changing Peoples," by Harold Rugg, a controversial figure in this field for many years. His book, published by Ginn & Co., Boston, has been used by grade school students for the past decade and is only one of 42 volumes he has written for school use.

Hamilton Hicks, a lawyer and author who reviewed the book, referred to the difficulty of "detection by the lay public of his purpose and of his methods."

"No parent," he continued, "is likely to read the 42 books, even if they were commonly available to parents, nor could every parent grasp the purpose of the whole, even if he did read the entire series. But in his other writings, the author has made it clear that his purpose is to bring about a socialistic order through the schools and through the instrumentalities of education.

■ "The central theme of 'Changing Countries and Changing Peoples' is precisely what the title suggests—that all of the world is changing rapidly in all respects. The author chants the theme of change throughout the text. . . To this reviewer the conclusion is inescapable that the author is urging his young readers to conclude that, change being inevitable, they should expedite the change from a relatively free economy to a planned, socialistic society."

This is typical of many of the reviews of new and old textbooks which are being used widely in primary and high schools and in colleges. It is probable that the AFA essay contest program might well be enlarged to include periodic surveys of the books and other teaching materials which are being used in the schools. The drive against a free competitive economy in the United States may be going on even more successfully through the schools than at any other level of our society.

American Kitchens Names 3

American Kitchens, American Central division, Avco Mfg. Corp., Connersville, Ind., has named C. Fred Hastings, assistant general sales manager, to head American Kitchens' production and design. Howard Jones, formerly specialty products sales manager, has been named products manager and will work directly with Mr. Hastings. Homer Ingram has been named order service department manager of American Central division.

Old Fitzgerald Ups Drive

Old Fitzgerald whisky, product of Stitzel-Weller Distillery, Louisville, has increased its newspaper advertising to a total of 300 dailies. Started in September, the campaign will continue through December. In addition, class magazines, outdoor posters and point of purchase material will coordinate with the newspaper drive. Winius-Brandon, St. Louis, is the agency.

Monroe Products to Silton

Silton Brothers Inc., Boston, has been retained to handle the advertising and merchandising of Monroe Products Inc., operator of Goff stores.

Howard Displays Moves

Howard Displays, Wheaton, Ill., has moved its offices to 203 N. Wabash, Chicago.

Sell the "HEART" of the Family

12x9 1/2
page size.



**America's
LEADING
MONTHLY
to Families with
YOUNGER
CHILDREN**

(3 to 10)
Write for Market Data Folder A
1018 S. Wabash Ave., Chicago

in the years of HEAVIEST SPENDING AT HOME

**One Stop Service**

Here's *real* service—from a single spot—on the dot . . . in just one stop! Yes, this customer's getting the full treatment—complete, efficient service.

In such a way, Jam Handy operates! Under one roof it offers practically everything in visual presentations or film advertising that sales or sales promotion managers need.

This One Stop Service saves confusion and duplication of effort. The Jam Handy Organization provides a single source of supply, a single responsibility, a single accounting—benefits that assure you the greatest service at the lowest cost.

If you are planning a consumer selling promotion, a special sales meeting, or a training program, it will pay you to look at this list of Jam Handy products and services. For fast, sure One Stop Service: write or phone—

The
JAM HANDY
Organization

Motion Pictures
Meetings Packages
Television Commercials
Demonstration Devices
Screen Advertising
Skits
Cartoon Comedies
Training Manuals
Slidefilms
Pictorial Booklets
Transparencies
Slides
Film Distribution
Turnover Charts
Meeting Guides
Tape Recordings
Disc Recordings
Promotion Pieces
Poster Charts
Banners
Training Devices
Quiz Materials
Speech Coaching
Pageants
Stage Presentations
Portable Stagettes
Meeting Equipment
Projection Service
Technicolor Productions
Field Surveys

OFFICES

NEW YORK • WASHINGTON • DAYTON • DETROIT
PITTSBURGH • CHICAGO • LOS ANGELES



EYE-COMPELLING—Is the way the Underwood Corp. describes this point of sale display for new Finger-Flite Champion portable. A flasher illuminates the word Champion and floods the typewriter with light. The aim is to encourage prospects to try the portable on the spot. Snyder & Block, lithographer, created the display.

Advertising Is Too Dictatorial, Goshorn Says

CORONADO, CAL., Oct. 17—Clarence B. Goshorn, chairman of the board of Benton & Bowles, New York, speaking before the Pacific Council, American Assn. of Advertising Agencies last week (AA, Oct. 16), drew a parallel between what he termed violent and sometimes brutal language developing in international relations in the Hitler-Mussolini-Russian tradition and current advertising copywriting. He declared:

"Our advertising has never been more authoritarian than it is today—authoritarian in content and in manner. Perhaps this quality in what we say is conspicuously apparent on the air. The rare announcer who talks without hysterics, in modulated tones and tempered terms, seems, by contrast with the norm of delivery, so unenthusiastic that he must not believe what he is saying. His product must be as indifferent in quality as his sales talk is lacking in fervor.

"A good announcer is so un-deviatingly dictatorial that he seldom has occasion to use such timid rhetorical forms as the expository and descriptive. He deals only in the hortative. He has reduced the conjugation of our

verbs of persuasion to a single mood—the imperative.

"You can multiply the examples in other forms of advertising. There is little long-range comfort and much long-range admonition in the observation that it is not something that has happened just to copy or to advertising, but to our whole national way of thought and manner of behavior."

■ Harry G. Serlis, director of sales and advertising for Roma Wine Co., San Francisco, injected a welcome thought for agency men, noting that an agency is called upon to counsel the client in expenditure of large sums of money and to accept responsibility for moving goods to the consumer. He said:

"This requires that the client make a partner of the agency. It requires that the client place in the agency's hands all such facts and information that he has. In turn, it places the responsibility on the agency to augment this information through field work and

research so that the common fund of fact and probability can be used to create the most effective basic marketing and advertising approach."

■ R. C. Francis of Campbell-Ewald, Los Angeles, presented the council with a last-minute run-down on all facets of the television situation. In reporting that either a coaxial cable or micro-wave transmission would span the continent at least by early 1952, he said its effectiveness already was being questioned because of the three-hour time difference between the coasts. Kinescopes might still be the order of the day in the West, he said, to avoid televising 8 p.m. New York programs at 5 p.m.

Ingersoll Steel to F&S&R

Ingersoll Steel division of the Borg-Warner Corp., Chicago, has named Fuller & Smith & Ross, Chicago, to handle its consumer products advertising. Morris Swaney formerly handled the account.

Schraeger Heads Flavor-Seal

Maurice Schraeger, general manager of Flavor-Seal Cookware Inc., Chicago, which has been purchased by Cory Corp. (AA, Oct. 9), has been named head of the company. Reorganized as a separate corporation, Flavor-Seal will be a subsidiary of Cory, and J. W. Alsdorf, Cory president, becomes board chairman of the stainless steel cookware company. Harry Wohl, formerly president of Flavor-Seal and Micro Steel Products Inc. (also purchased by Cory), will be retained as a consultant. Other personnel of both companies also will be retained.

Uses Cartoon-style Ads

The Washington Cooperative Chick Assn., Bellingham, Wash., is using cartoon-style advertising in its trade publication promotion for the fall and spring. The schedule includes *Pacific Poultryman*, *San Diego Poultry Journal*, *San Joaquin Valley Poultryman*, *Turkey World*, *Utah Poultry Co-operative* and *Washcoegg*. Pacific National Advertising Agency, Seattle, handles the account.

New Castle Names Two

New Castle Products, New Castle, Ind., manufacturer of Modern-fold accordion type folding doors, has named D. C. Danielson, formerly with the company's eastern sales staff, as sales manager. R. H. McConville, formerly advertising manager, has been named merchandise manager of the company.

Calco Switches Accounts

Foreign Advertising & Service Bureau, New York, has been appointed to handle export advertising for Lederle Laboratories and the pharmaceutical export department of Calco, both divisions of American Cyanamid Co., New York. Charles W. Hoyt Co. was the previous agency.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER



Fastest Growing Grocer-Distributed National Magazine!



More and More Housewives are Buying at Neighborhood Independents!

A Reader Characteristic Study now being tabulated shows:

- 87.5% are married
- 70.9% are full-time housewives
- 77.1% are in the 18 to 45 age group
- 63.0% have children under 18
- 69.8% are in the \$2,000 to \$5,000 income bracket.
- 56.0% own their own homes.

No wonder the independent grocers are doing bigger business than ever before. They are dealing with the biggest group of able-to-buy families in their communities.



...Where the American Family Magazine is Sold!

American Family is the most selective magazine advertisers can buy to reach those women in each neighborhood who shop the independents! They represent the customers of more than 8,000 retail grocers.

Food Store Sales Favor Independents*

It is increasingly important to add this valuable neighborhood coverage to the sales effort behind any product sold to families! That's why American Family circulation is growing by leaps and bounds!

*1950 Food Sales Figures Favor Independents

(Advertising Age 7-17) "For the first time since 1945, the first months of 1950 favored the independents... answer lies... (1) they entered organizations for more effective wholesale buying (voluntary groups) (2) they bettered store operating methods by shifting to modern self-service 'superettes'... more than half of independent store sales are now going to 'affiliated' grocers— independent grocers who have voluntarily banded together with wholesalers for greater economy and efficiency."



The AMERICAN FAMILY

the only magazine distributed nationally through independent voluntary and cooperative grocery groups.

New York Office, Murray Hill 5-3909. Chicago Office, Wabash 2-8916
Pacific Coast, Henry and Simpson, Los Angeles—Tucker 9154

SEE

"Bringing them Down-by-the-Tracks to Buy"

Read about a building-material dealer who literally capitalized on an out-of-the-way location and used every advertising and selling trick conceivable to bring people in to buy. It starts on Page 62 of BUILDING SUPPLY NEWS for October.

October issue

BUILDING SUPPLY NEWS

1111 N. Wabash Ave., Chicago 3

'Journal-American' Artist Awarded Basic Patent on Guided Missiles After 10 Years

NEW YORK, Oct. 17—Marion B. Robinson, an artist in the promotion department of the *New York Journal-American*, has been granted a new basic patent on a device for improving the accuracy of guided missiles.

Robinson has been in the *Journal-American* promotion department for nine years, and previously worked for Audio Productions and the Kupsiek Advertising Agency, New York.

Robinson has made all the layouts and done the finished art work for the series of *Journal-*

American center spreads which have been appearing in *ADVERTISING AGE* every other week for the past several years, Sumner Collins, promotion director, said. "By sheer coincidence," he added, "the center spread we ran Sept. 25 was illustrated by a guided missile; and the following week Robinson got his patent."

"I first got the idea for the basic patent controlling the guided missile so that a definite hit is virtually assured, in 1939," Robinson said. "I developed the idea and first filed for a patent on June 15, 1940.

"Then World War II erupted. I was summoned to Washington, pledged to absolute secrecy. Because of turbulent world conditions, plus inevitable disputes of ownership of the improved devices, the U. S. Patent Office in Washington was almost ten years



HAPPY HAPPENSTANCE—A week after his illustration of a guided missile appeared in this *New York Journal-American* center spread in the Sept. 25 issue of *Advertising Age*, Marion B. Robinson, *Journal-American* promotion artist and amateur in-



YOUR STORY STRIKES HOME MORE THAN 700... THE JOURNAL-AMERICAN OFFERS ADVERTISING A DIRECT APPROACH FOR MORE SALES TO MORE NEW YORK FAMILIES... THE JOURNAL-AMERICAN... *Journal-American*

ventor, was awarded the basic patent for the guided missile itself. The invention may eventually mean millions of dollars to its creator. Until then Robinson plans to continue to prepare layouts and art for center spreads.

in making its final decision."

Now the decision awards exclusive ownership of the patent to Robinson, and he has been in-

formed that the government is in the process of determining a settlement, as far as past usage is concerned.

From your artwork—**RABBIT COLOR PRINTS**
"They're fast, they're cheap, they multiply."
For sales promotion, presentations, displays, etc. Full color facsimiles from your colored layouts, proofs, paintings—or Kodachromes. Ten duplicates minimum order. 16"x20" largest. Dye transfer process.
Thomas B. Noble Associates
270 Park Avenue, N.Y.C. 17, Murray Hill 8-8091

Restricted?

Break loose in the Pittsburgh Market—
THE POST-GAZETTE COVERS BOTH
INSIDE AND OUTSIDE THE ABC CITY

You can cover both the one million people in Pittsburgh's ABC city zone AND the two million people in the balance of Pittsburgh's 14-county 50-mile retail market ONLY with the Post-Gazette. You'll find its circulation pattern closely matches the pattern of your sales outlets. To learn how the Post-Gazette can sell for you, see Moloney, Regan & Schmitt.

ROUTE YOUR ADVERTISING AS YOU ROUTE YOUR SALESMEN

HERBERT BALDWIN

NEW YORK, Oct. 13—Herbert L. Baldwin, 46, vice-president in charge of research and merchandising for Fletcher D. Richards Inc., died suddenly yesterday at his home, 33 Washington Square.

He was previously research director of Crossley Inc., where he designed continuing studies of grocery and home consumption audits to show the rate of flow of both food and drug goods.

A. J. CASEY

NEW YORK, Oct. 16—A. J. Casey, 87, owner and editor of *American Coal Journal*, died Oct. 12. He founded the coal publication 45 years ago, shortly after leaving college.

WILLIAM H. REED

TAUNTON, MASS., Oct. 16—William Hale Reed, 76, publisher and general manager of the *Taunton Gazette* for 51 years, died here Oct. 6. A former president of the New England Newspaper Publishers Assn., he joined the newspaper after his graduation from Harvard.

Kovats Heads Ad Typos

Harry O. Kovats of Runkle-Thompson-Kovats, Chicago, was elected president of the Advertising Typographers Assn. of America at the organization's 24th annual convention in Atlantic City, N. J. Progress in production of a standard type book was reported by G. Clark Morrell of New York and Carl H. Ford of Cincinnati. Many pages have been set and the book is expected to be issued next year.

Other officers elected include: Carl H. Ford, J. W. Ford Co., Cincinnati; Walter T. Armstrong, Walter T. Armstrong Inc., Philadelphia, and John N. Taylor, Dayton Typographic Service, Dayton, vice-presidents; Mrs. E. W. Shaefer, Tri-Arts Press, New York, treasurer; and Albert Abrahams, New York, executive secretary.

Two Name Wehner Agency

Edward E. Robinson Inc., Nutley, N. J., manufacturer of paint brushes, paint brush production machinery and metering pumps, has named Wehner Advertising Service, Newark, to handle its account. Wehner also has been named to handle the account of Victor Burglar Alarm Co., Clifton, N. J., manufacturer of burglary protection systems.

'Good Housekeeping' Names 3

Jerome J. Stern, formerly of the *New York Herald Tribune*, and Scott Montgomery, formerly with Lynn Baker Inc., have joined the eastern advertising staff of *Good Housekeeping*, New York. Thomas L. Fortune, formerly of *Parents' Magazine*, has been appointed to *Good Housekeeping's* western staff.

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Small Brewers Find Television Spots Effective

(Continued from Page 1) the newspaper can handle r. o. p. color.

To further stimulate the brewers' interest in advertising and merchandising, the association sponsored a series of contests for newspaper advertising, point of sale pieces, carry-home cartons, cans, cartons and crowns. Winner of first prize in the newspaper advertising contest was Gretz Brewing, with a Gay '90s ad showing a mustachioed cyclist wheeling home with a "bucket 'o suds" (AA, Aug. 7).

More than half the beer labels in use today are illegible, complicated and hard to read, R. G. Williams, art director of Schmidt Lithograph Co., Los Angeles, told the assembled brewers.

He listed five requirements a label must possess to be classified a good label: (1) It must be legible; (2) must have good color; (3) must be pleasing in color and design; (4) must have simplicity; and (5) must have an identity of its own, i. e., not copy some other brewer's label.

To emphasize the importance of a well designed label, he told how one West Coast company completely changed its label, and in seven months reported an increase in sales of about 40%. The majority of this increase, he added, could be attributed to the label change, because additional advertising was used only in the late stages of the seven-month period.

Tom Gettleman, vice-president of A. Gettleman Brewing Co., used color slides to show how his company designed and merchandised its new label. After a new label design was decided on, page ads were scheduled in the *Milwaukee Journal* and *Sentinel*, plus radio and TV spots in the Milwaukee area, to acquaint the public with the new label.

In addition, a ten-piece point of sale kit was distributed to retail outlets (one of the pieces won a first prize in the association's point of sale contest), and 24-sheet posters also were used. About 9,000 orchids were flown from Hawaii and boxed with a single bottle of Gettleman's beer, and distributed to retail outlet personnel and other key people.

As a result of this intensive promotion, Mr. Gettleman said, distribution of the company's beer rose 30% in six weeks.

Mid-Continent Moves

Mid-Continent Surveys Inc., Minneapolis, has moved to new and larger quarters at 805 Phoenix Bldg., Minneapolis.

CAPTURE THE NEGRO MARKET

With This POWERFUL NATIONAL NEWSPAPER

Over 1,500,000 Negroes, the cream of a \$10 billion Negro market that buys what you have to sell, read the new *Courier* regularly. The *Courier*, America's most complete weekly newspaper, represents your best bet for capturing your share of this vast and loyal market. And, now, with an addition of an 8-page, 4-color comic section and a 16-page magazine section, the *Courier* is even more complete, better able to carry your message into the homes of the vast Negro market. There's real money in the Negro market—be sure you get your share—advertise your products in the new *Courier*. For full details write:

INTERSTATE UNITED NEWSPAPERS
545 Fifth Avenue, New York

Supreme Court Will Review California Slander Law

The Supreme Court last week promised to study the constitutionality of a California law limiting libel and slander damages where there is a published retraction. The law benefits newspapers and broadcasters who offer to correct slanderous and libelous statements. The case before the court is a \$100,000 suit against Southern California Associated Newspapers, brought by a former Los Angeles city attorney, Erwin P. Wener.

Meredith Names Two

Meredith Publishing Co., Des Moines, publisher of *Better Homes & Gardens* and *Successful Farming*, has elected Edwin L. Sullivan, advertising director, as vice-president. Virgil C. Weidner, formerly with the *New York Herald Tribune*, has joined the *Successful Farming* advertising sales staff in New York.

Forms Robert E. Chaffee

Robert E. Chaffee, formerly West Coast representative of *Flair*, has formed Robert E. Chaffee Inc.,

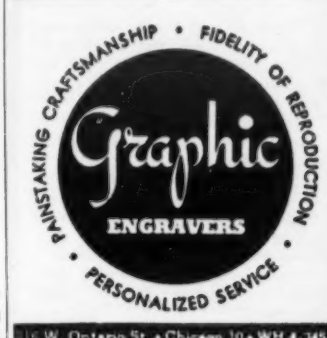


PUT IT THERE—Jerry Marshall (right), New York division sales manager of Colgate-Palmolive-Peet, is congratulated by Walt Hayman, New York district manager, at party given by Sherman & Marquette, Ajax agency, in recognition of Mr. Marshall's bringing Ajax to No. 1 position in the powdered cleanser field in the metropolitan area.

national distributor of television programs. Mr. Chaffee will maintain headquarters in the Russ Bldg., San Francisco, and plans additional offices in New York and Hollywood.

Permoflux to Symonds

Permoflux Corp., Chicago, maker of Permoflux Scribe, electronic dictating system, has appointed Symonds, MacKenzie & Co., Chicago, to handle advertising and sales promotion for its office machines division. The agency has been handling the company's electronic and speaker divisions for the past year. Newspaper, magazine and dealer ads will break in November.



IOWA SURVEY REPORTS STARTLING LISTENERSHIP!

Average Iowa Family Listens 13 Hours Per Day!

Although much research has been done on the total amount of radio listening that occurs in the average home, most studies—whether interviews, telephone surveys or mail questionnaires—have been handicapped by some aspect of their technique. One result is that the number of total listening hours per day in an average home has been seriously underestimated for many years.

Now the Diary Study of the 1950 Iowa Radio Audience Survey* reveals some thoroughly reliable and

rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 "listener-hours" per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays! These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include all the listening to all sets in the home by all members of the household over four years of age. Here is the breakdown:

NUMBER OF HOURS AVERAGE IOWAN SPENDS LISTENING TO RADIO, DAILY

(Figures are in hours, being total hours reported, divided by number living in Diary homes!)

	TOTAL (Average Home)	Average Woman Over 18	Average Man Over 18	Average Child 12-18	Average Child 4-11
Average Weekday	13.95	6.67	4.05	2.61	2.91
Saturday	15.59	6.60	3.80	3.44	3.72
Sunday	13.52	5.86	4.35	4.41	4.19
Weekdays:					
Urban homes	13.24	6.15	3.87	2.79	3.48
Village homes	12.51	7.20	3.84	2.54	2.41
Farm homes	15.47	7.10	4.27	2.52	2.62

*A total of 100,294 different "Listener-quarter-hours" are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!

WHO, of course, continues to get

the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!

48-HOUR DAIRY PROVEN RELIABLE

The reliability of the 48-hour, diary-type radio survey used in the 1950 Iowa Radio Audience Survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

MEMO to Space Buyers

READERSHIP PROOF POSITIVE

When a mail order advertiser buys space, month after month in a publication, that's positive proof of readership that pays off for all advertisers.

That's the kind of readership that sends people into stores asking for your product.

Scores of mail order clients are using Foreign Service, the V.F.W. magazine. Why? Because keyed copy records prove Foreign Service produces sales in profitable volume.

Make sure your advertising dollars are working just as hard for you.

WRITE TODAY FOR FREE SAMPLE COPIES OF LAST THREE ISSUES

Foreign Service

THE V.F.W. MAGAZINE

Dan B. Jesse, Jr. & Associates, Inc.

Advertising Directors

10 East 43rd St., New York 17, N. Y.

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Says Few Agencies Have All Facts on Clients' Sales

To the Editor: Among the questions Fairfax Cone would ask about an agency if he were an advertiser (AA, Oct. 9) he includes two that are extremely significant. I refer to these: "What is the competitive sales position and what is the history of the sales position of each of the products the agency advertises?" and "What is the trend of advertising expenditures... of advertising cost to sales ratio for each of these products?"

Both questions are highly valid. Yet the answers (by objective sources) more often than not would point to gaping vacuum in our distributive processes, and hence render either advertiser or agency, or both, a disservice.

This vacuum is that we know very little about the quality of sales performance, about the effectiveness of sales operation. We study and test markets, product appeal, media, merchandising methods and copy, and, within limits, are doing pretty well at it. But it is the rare exception when we come close enough to the human factors that enable us to accurately measure how well a

sales force performs, and how efficiently it is directed.

Without having at least adequate knowledge of the quality of sales performance (and we would have to accept as adequate something less thorough than what we learn from continuing marketing studies), it is really quite difficult to somewhat definitely determine the quality of agency performance from the answers to Mr. Cone's questions.

This is not an argument against his questions. I'd like every prospective client to ask them, provided, however, that the answers contain an evaluation of the sales factors that are beyond the agency's sphere of operation. I am sure Mr. Cone will be the first to agree. And, for the record, I agree fully with all of Mr. Cone's other points, and specifically with his emphasis on "ever-increasing sales at constantly lowering unit-advertising costs."

What we are really concerned with here is a basic management problem. Isn't the number of companies that are fully aware of how good, bad or indifferent a sales job they do still woefully small? And how could the answers be fair to all concerned unless the

agency had been treated as what Charles G. Mortimer calls "the advertiser's working partner" in the fullest sense of Mr. Mortimer's meaning?

I am glad Mr. Cone specified these all important questions as sharply as he did. If more advertisers would ask them and more agencies would face the fact of having someone answer them, we would make speedier headway in coordinating all sales and advertising operations, improving advertiser-agency relationships in the process.

By publishing the full text of the eight speeches made on advertiser-agency relationships at the recent ANA meeting, of which Mr. Cone's and Harry J. Deines' of Westinghouse Electric Corp. were the first two, *ADVERTISING AGE* is making a further significant contribution (in addition to its "How To Pick An Advertising Agency" series, published last year) to this important problem. It is important because it has a direct influence on the effective functioning of the American economic system.

Many who could not directly partake of the thinking of some of our best minds in selling and advertising by attending the ANA meeting thus can still profit from their knowledge and experience.

ERWIN H. KLAUS,
Marketing Director, Buchanan & Co., San Francisco.

Communism, Reader Insists

To the Editor: If General Foods was cowardly in the Jean Muir episode, then the rest of industry, with similar problems, is craven. It can be said for GF that it was willing to suffer the discredit of its own action. Not so with other advertisers. Now they want to set up a group to screen their hirings. They want to hide the shame of their weakness behind this refuge for both the unprincipled and the low-principled, a kind of *deus ex machina* with a stock set of patriotic morals.

Now this is Communism if anything is. It may be silk hat Communism but it is Communism. It may be used as a bulwark against other Communists but it is Communism. It may be a shield to

protect a few dollar profits but it is Communism.

For what is Communism but the group swallowing up the individual? What is Communism but the surrender of individual prerogative? What is Communism but rigid application of laws set up by self-appointed hierarchy with inflexible administration?

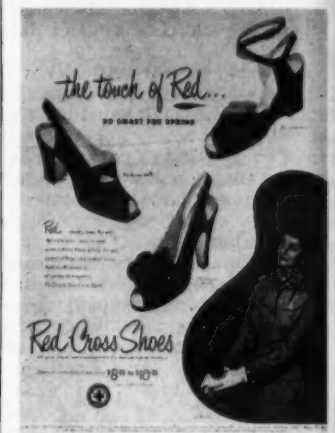
If rich and powerful corporations are too weak-kneed to stand on their own feet, but must seek the shelter of an industrial group to set a code of morals and patriotic ethics, then how can we ever expect one lone American to dare say: "Here I stand"?

We're going to have Communism but we're going to call it anti-Communism.

MARK TABER,
Chicago.

'Touch of the Red' Raises a Question

To the Editor: I wouldn't think that many of those listed in "Red Channels" would agree with the



headline of this *Harper's Bazaar* ad gleaned from an early spring issue.

Would you?

A. G. GAINES,
Vice-President, Jones-Frankel Co., Chicago.

TV Viewer Poses a Problem

To the Editor: Here's one for the Doctor in charge of your Eye and Ear Department:

The manufacturer of a television-radio combination set recently pictured his product on the television screen, and stationed a lovely model nearby to sing its praises. She cautioned the viewer



The Miami Herald's 40th Anniversary Edition

On Sunday, November 19th, 1950 The Miami Herald celebrates its fortieth anniversary with one of the most complete and comprehensive special editions ever to be published.

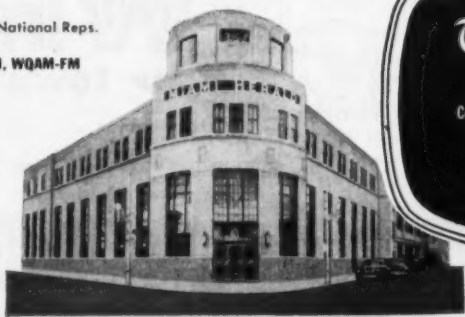
It will be crammed full of memorable articles and pictures, will tell the dramatic story of the sensational growth and development enjoyed by Florida, the Greater Miami area, and The Miami Herald during the past

four decades. This special edition has already created keen statewide interest, and is certain to reach a huge bonus audience in every state of the union and Latin-America.

Note to Advertisers: There's still time to take part in this important publishing event. Get in touch with your SB&F rep, or N. N. Songer, National Advertising Dept., The Miami Herald, Miami, Florida.

JOHN S. KNIGHT, Publisher
STORY BROOKS & FINLEY, National Reps.
A. S. GRANT, Atlanta
Affiliated Stations -- WQAM, WQAM-FM

MIAMI--An International Market



She's the biggest



(The C-124, the largest cargo plane in production)

... and she's built in LONG BEACH, CALIFORNIA

The Long Beach Douglas Plant employs over 8,000 workers which is but a small percentage of the 96,000 workers in Long Beach. Employment is high. Buying is high. Sales Management's estimate of retail sales for the first six month of 1950 hit the staggering total of \$210,000,000. To sell Long Beach and reach this ready-to-buy Market ad schedules must include the PRESS-TELEGRAM.

Represented Nationally by CRESMER & WOODARD Inc.

Press-Telegram

LONG BEACH, CALIFORNIA

"The Paper the People . . . and Advertisers Prefer"

to be certain, in buying such a set, that the sound be full, rich, and broad-ranged like her sponsor's product. "Just listen to this!" she exclaimed with admiration.

And there I sat (along with a few million others), hearing the wondrous tonal qualities she described via the only sound system available—namely, a competitor's product!

Maybe you better add a staff psychiatrist to the Eye and Ear Department.

ANDREW T. HOWLETT,
Ruthrauff & Ryan Inc., Detroit.

In First Place with
PENNANT-WINNING PHILS...
Cool, Mild CAMELS!

Not one single case of stomach irritation due to smoking CAMELS!

Overdid It, Reader Suggests

To the Editor: Maybe the "Kids" smoked too much!

ROBERT L. WHITEHEAD,
Roy S. Durstine Inc., New York.

Finds Employe Series Interesting, Helpful

To the Editor: Just wanted to pass on our appreciation for the excellent piece of work you are turning out week after week in the Employe Communications column.

We find this one of the most interesting and helpful items which passes over our desk. I think we see practically every advertising, marketing and public relations publication. Most of them give little space or attention to the employe communication subject, which we know is so vital today.

Congratulations on an excellent job. Keep up the good work.

ROY J. LEFFINGWELL,
Director, Public Relations, Hawaiian Sugar Planters' Association, Honolulu.

On the List for Employe Communications Series

To the Editor: I read with much interest in the Oct. 2 issue of ADVERTISING AGE—Voice of the Advertiser section—a letter regarding "Employe Communications" series.

I, too, am very much interested in this series and would appreciate receiving a copy in the event that you decide to publish it in book form.

Therefore, I would like my name to be added on the list to receive a copy of this publication. Thank you very much.

JOHN H. MEYER,
Director of Sales Promotion, Ortho Pharmaceutical Corp., Raritan, N. J.

Compton College Bulletin to Reprint TV Editorial

To the Editor: We would appreciate permission to reproduce the editorial, "A Blow to Television," from the Sept. 4 issue of ADVERTISING AGE, in the "N. J. C. A. A. Bulletin."

EARLE J. HOLMES,
Editor, "N. J. C. A. A. Bulletin," Compton College, Compton, Cal.

Here's One Agency With No Secrets on Wage Policies

COLUMBUS, O., Oct. 17—The staff of Wheeler-Kight & Gainey got an exceptional memo last week from Tom L. Wheeler Jr., president of the agency.

Starting Nov. 6, he announced, all salaries will go up 5%. The increase, he explained, is not the result of unusual earnings or profit. "In fact," said Mr. Wheeler, "profit for this year, due to increased costs all down the line, has not even been what sensible management men consider justifiable and essential to protection against lean years."

Two premises had prompted the decision, he said. His frank explanation:

"1. Taxes and cost of living have gone up according to all indexes. As long as extravagant government spending necessitates taxes

that prevent safeguarding against a possible lean period of economy, both the employes and the company might as well share the suffering and what current income that can be salvaged from the present day abnormal economic methods of operation.

"2. As a creative group presumably having the same aims and daily striving toward the same team goal, it is felt that each staff member will fully realize the added responsibility this increase in year-round company expense places upon him. Thus, it is anticipated that he will put forth a little more effort—try a little harder in coming months."

GE Names Snelties, Barrett

W. L. Snelties, formerly advertising and sales promotion manager, Williams Oil-O-Matic heating division, Eureka-Williams Corp., Bloomington, Ill., has been named supervisor of advertising and sales promotion for General Electric Co.'s air conditioning department, Bloomfield, N. J. Willard R. Barrett, formerly vice-president and

general manager of Hoosier Cardinal Corp., Evansville, Ind., has been named sales manager of the plastics division, General Electric Co., Pittsfield, Mass. Mr. Snelties succeeds Fred Keswick, who has joined the advertising staff of the appliance and merchandise department in Bridgeport, Conn.

Graphic Arts Group Elects

Robert G. Godfrey, plant manager of Warwick Bros. & Rutter Ltd., has been elected president of the Toronto Graphic Arts Assn. Other officers elected are: F. C. Aggett, director and sales manager of Noble Scott Co., and Kenneth G. Southam, vice-president and general manager of Southam Press, vice-presidents; and Charles F. Fullerton, vice-president of Fullerton Publishing Co., treasurer. Q. B. Henderson, president of Davis & Henderson, was named honorary president.

Aspden Joins FitzGerald

FitzGerald Inc., Providence, R. I., agency, has named Robert Aspden as television producer. The agency has signed Central Radio Stores, which operates retail stores

in Providence and four other New England cities, for a 13-week TV series, "Front & Center," 10:30-11 p. m., Sundays, over WJAR-TV, Providence. FitzGerald also has begun a public relations drive for Rhode Island Tuberculosis & Health Assn. and the Providence Health Assn. in connection with the sale of Christmas seals.

To Colman, Prentis & Varley

Raleigh Industries of America Inc., Boston, subsidiary of Raleigh Industries Ltd., Nottingham, England, manufacturer of Raleigh, Rudge and Humber bicycles, and Sturmey-Archer variable speed gears, has appointed Colman, Prentis & Varley Inc., New York, to handle its U. S. advertising. National magazines will be used.

S. L. FEISS
Publishers' Representative
TRADE AND CONSUMER PUBLICATIONS
EMPIRE STATE BUILDING
NEW YORK 1 • LONGACRE 4-6634

Planning a New Display Piece?

Take a Tip from **WONDER BREAD**

use **KLEEN-STIK**
The Moistureless Self-Sticking Adhesive

PEEL and PRESS It Stays!

Simply remove protective covering and press display in place. "Stays put," until purposely removed.

WE DO NO PRINTING
Your own printer will get KLEEN-STIK for you

Make sure your next point-of-purchase piece is used. Kleen-Stik, the versatile moisture-less adhesive, not only "Gets It Up" . . . but **KEEPS IT UP**. Kleen-Stik adheres to any smooth, clean surface (metal, wood, glass or plastic) and is easily removed too! Whether placed on a cold refrigerator or on a sun-beaten window, your Kleen-Stik'd display "stays put" until intentionally removed.

Exclusive with KLEEN-STIK

SPOTS and STRIPS

Ideal for WINDOW POSTERS, WALL SIGNS, COUNTER STRIPS, ETC.
A small Kleen-Stik spot in each corner or a thin strip down each side is all you need for perfect adhesion. Kleen-Stik'd pieces can be used on practically every surface—WINDOWS • WALLS • COUNTERS • SHELVES • SHOW CASES • REFRIGERATORS • CASH REGISTERS • TRUCK SIDES • BACK BAR MIRRORS

KLEEN-STIK Not a glue, paste or cement, but a patented, permanently active adhesive applied to your printed pieces (over-all, spots or strips) that adheres to any smooth, clean surface when pressed in place.

KLEEN-STIK
Makes Every Place an Advertising Space!

Send for ideas and **FREE** samples today!

Fill out and mail this coupon for interesting portfolio of samples and ideas.

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

KLEEN-STIK PRODUCTS, inc.
725 N. MICHIGAN AVE. CHICAGO 1, ILLINOIS

All the Planning Behind Tea Council Advertising Told by Burnett's Heath

WHITE SULPHUR SPRINGS, Oct. 17—Richard N. Heath, executive vice-president of Leo Burnett Co., Chicago, told members of the Tea Assn. of the U.S.A. here exactly how the tea industry's advertising campaign has been developed by the Burnett organization.

Following Mr. Heath's presentation, it was decided by members of the association and the Tea Bureau that they will continue to support the industry's advertising campaign through the Tea Council into and probably through 1952.

The Tea Council's \$1,000,000 advertising program started the last week in May (AA, March 20).

"In all advertising that succeeds, one of the prime elements of strength is time," Mr. Heath said. "In industry advertising this element is especially important, and may well be decisive."

"The orange growers and distributors have been advertising for more than 40 years. The Pennsylvania Crude Oil Assn. has been at it for 26 years. The California walnut growers have advertised consistently since 1919. The meat industry started advertising in 1939 and that program is now in full stride. Given time, there is every reason to predict that the tea industry's advertising program will succeed."

"The most important thing that

tea advertising can accomplish," Mr. Heath said, "is to plant the strongest possible selling thought about tea into the greatest number of minds in the most solid way that advertising techniques can do it."

"The original discovery of the power of advertising was based on one thing and one thing only—repetition. We've learned a lot about advertising since. We've added a big super-structure to that discovery. But when we strip it all down and get back to fundamentals, repetition is still what advertising is all about."

While there may be some products, Mr. Heath said, that are so interesting or important that the advertising can be new and exciting each month, they are exceptions.

"Tea is not one of those products," he said. "Tea is more of a staple like soap and cigarettes, the two most advertised products in America. Since their very existence depends on advertising, and since the soap and cigarette people spend the most money for advertising and make it pay, we could not go far wrong in making use of the biggest lesson they have learned."

"Obviously, that lesson is repetition. To you and me, the soap and cigarette ads may be pretty dull fodder. They're dull because the products themselves are not exciting or glamorous. They're repetitive because those fellows have learned that to sell commonplace goods in uncommon quantity, you have to give people a strong reason to buy. Not two or three strong

reasons, but one. Why? Because one is all people will sit still for at any one time.

"The central thought for tea must be definite. Everybody knows that soap is to get things clean and that cigarettes are a satisfying smoke. What's the good word for tea?"

"What reason can we give people for drinking tea? That," Mr. Heath admitted, "is the \$64 question."

Citing a number of possibilities considered, he mentioned appetite appeal, which, he said, is limited; stimulating effect, which he dismissed as "overshadowed by the competition. Tea is socially uplifting," he said, "but we want to stay away from that if we are to make tea generally popular."

After mentioning several other things that proved unsuitable for advertising value, Mr. Heath suggested that "tea makes you feel better. This," he declared, "is the summation, the boiled-down essence of tea's strongest positive benefits. But it is so general, so bland, so nearly vague that it has no bite, no memory value, and applies equally well to many other products."

"But tea provides relief from the pressure of everyday living. This is the positive benefit that seems to belong to tea alone. It is a more memorable and arresting way of saying that tea makes you feel better."

"Our first ads were built around the idea that tea helps people get out from under pressure. Today, we have nailed down our target even closer than that. Our present ads are built around expressions of this thought: 'If your man comes home under pressure, help him out with tea.'

"The headline is addressed always to the woman," Mr. Heath emphasized. "The advantage of this," he said, "should be pretty clear. It's the woman who buys the tea and decides what the mealtime beverage will be. And rather than a completely rational approach, we use the emotional device of playing on the woman's interest in her husband and her concern over the state of his health."

"Now a few words about the graphics. As an advertising agency," Mr. Heath said, "we've always held to the belief that appetite appeal is of No. 1 importance in pre-

senting any product that you put into your mouth.

"Not only have we gone in for luscious pictures of cakes and pies, juicy hunks of beef and sizzling pork chops, but we have tried to apply some of the same reasoning to a glass of milk, a bottle of beer and a candy bar."

"In certain cases, however, we are obliged to look beyond the sensory appeal of the product itself to flag the reader's attention and start the reader's mind moving in our direction. Tea presents a most unusual hurdle in this respect. It has no form beyond the cup it is served in, and here we are confronted with a problem in symbolism."

"Too much interest in the cup, the pot or the service," Mr. Heath pointed out, "would immediately stamp tea as a beverage of the wealthy (or the sissy) or, from another angle, would simply steal the show."

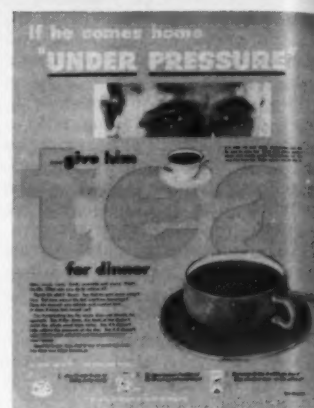
"There is no common denominator of color interest, because there is a wide variation in people's appetites as to the strength of tea, and some like it with milk and some without. Even a few drops of lemon change the color of the brew. Nor is there any interest in the raw product. Tea leaves are unfamiliar and have none of the wholesome and nostalgic suggestiveness of a field of ripening corn or peas in bloom. Lemons, in connection with tea, arouse the taste buds in some but not in others. Associated foods are not the answer because tea is good with almost any kind of food."

"In the absence of a completely natural graphic idea, we have chosen to symbolize tea by the word in yellow as big as we could get it, plus an inviting looking cup, leaving it to the reader to read into it his own taste reactions."

"This brings us to copy, what the ad says about tea."

"In little more than 100 words of type that can be read in seconds, we have made three essential points: (1) Tea provides relief because it picks you up without keying you up; (2) tea helps relieve your mind of any thought that you won't sleep; (3) the clean, dry taste of tea makes everything you eat taste better."

In addition, Mr. Heath said, copy stresses that tea costs less than any other beverage, and it



TYPICAL—This September ad, like others in the tea series, has a blue bleed background and a photo of a man's eyes.

urges readers to try tea for seven days at dinner and see if tea doesn't help relieve the pressure of the day and make them feel better.

Summarizing what the tea industry's advertising is intended to do, Mr. Heath stressed three points: (1) It is intended to make tea appear exciting, important and interesting. That is accomplished by our graphics and the over-all effect of the ads. (2) It is intended to register a simple theme, which we do in our headlines and amplify it as much as we can in copy without diluting the power of the effect. (3) It is intended to tell people how to make tea properly.

"This brings us to the consideration of media. The tea market is everywhere. The idea that 'tea helps people get out from under pressure' must be sold nationally. It must be sold to people of both sexes and all ages—our appeal must be across the board. It must be sold continuously—spring and summer, fall and winter."

"This calls for big national magazines—the most economical way to get truly national coverage. Also, this advertising calls for the authority and prestige of the printed word in powerful magazines that have broad reading audiences. Color and graphics are important tools in our program. And again this calls for magazines."

"Although the advertisements were designed to make a strong emotional appeal to our most faithful ally in each family, the house-

THIS GIANT
\$ SIX BILLION
FRESH FRUIT AND
VEGETABLE INDUSTRY

BUYS:

- TRACTORS
- CHEMICALS
- CONVEYORS
- PACKAGING
- RAILROAD FREIGHTING
- TRUCKING
- TELEPHONE SERVICE
- OFFICE EQUIPMENT
- PACKING HOUSE SUPPLIES
- HARVESTING MACHINERY
- CARS AND TRUCKS...

... AND CAN
**BUY A LOT OF
YOUR PRODUCT
TOO!**

Sell it with **THE PACKER**, weekly newspaper of the industry since 1893. Produce—one of the few remaining Big Businesses where the owner does the actual buying. And the owners—commercial growers, shippers, brokers, or receivers—read **THE PACKER**. The average subscriber has read it 16 years! **THE PACKER** has a 57 man staff in 47 produce centers to provide its readers with all the up-to-the-minute fresh fruit and vegetable news. They depend on it for vital trade information. Years of "Produce Offerings" advertising by the trade have made it a buying guide. **PACKER** advertising reaches the buyers, the 16,000 men who handle 85% to 90% of the fruit and vegetable volume.

The full story of this fascinating, fast moving business is in your **PACKER** media file. Send for it.

THE PACKER

SECOND AND DELAWARE STREETS * KANSAS CITY 6, MISSOURI

ANOTHER
REASON
YOU
WILL
LIKE

day and night service

washington

photo engraving company

118 SOUTH CLINTON ST.
CHICAGO 6, ILLINOIS
TELEPHONE: FR-2-6343-44-45

wife, we realized that most housewives would not be able to sell their husbands on tea without some outside aid.

"The strategy was planned to supply this aid and help the housewife to sell her husband on tea by placing the ads in publications with a broad reading audience both of men and women. So we chose Life, The Saturday Evening Post, Look and Collier's. There are 117,850,000 people, age 10 and over, in the U. S. One issue of those four magazines reaches 42% of this group or 49,500,000 people.

"The momentum gained through magazines for the new concept of tea should be stepped up in highly populated metropolitan areas by strong local advertising. We selected 33 newspapers in 32 cities for this job. These newspapers have a total circulation of 16,650,000. They reach more than 50% of the families in the leading 138 metropolitan county areas where two-thirds of all U. S. food store sales are made."

This advertising, Mr. Heath said, is being backed by brand advertising of individual packers, by merchandising aids and point of sale material.

"Given time," he concluded, "there is every reason to predict that the tea advertising program will succeed. You've heard the old one that 'Rome wasn't built in a day.' But have you heard this one? 'Success is not a destination. It is a journey.'"

R. Cooper Jr. Uses 4-Page Newspaper Ad for GE Campaign

CHICAGO, Oct. 17—R. Cooper Jr. Inc., largest General Electric distributor, launched a three-month advertising campaign Sunday for GE radio and television sets with a four-page section in the Chicago Tribune. The remainder of the campaign will consist of four b&w pages and one four-color spread in the Tribune, between now and the end of the year.

A feature of the section was a center spread in full color, displaying six GE television sets. This is the first time the Tribune ever has printed a spread in close-register four colors.

Ten thousand reprints of the 10,230-line ad were distributed to participating dealers by R. Cooper Jr. Inc.

Lauesen & Salomon here handles the account.

Air Force, Sylvania Back ABC Football Broadcasts

U. S. Air Force, through Grant Advertising, Washington, is sponsoring college football broadcasts over approximately 160 ABC stations on Saturday afternoons. Radio and television division, Sylvania Electric Products, carries American's "game of the week" on more than 45 stations. Kenyon & Eckhardt is the agency.

In other ABC markets, the games have been sold cooperatively by local stations.

Mrs. Nelson Rejoins Mart

Mrs. Alice Nelson has rejoined the Merchandise Mart News Bureau, Chicago, as head of the news bureau. Since leaving the Mart, Mrs. Nelson has been home furnishings editor of the Chicago Sun-Times, public relations director of United Wallpaper Inc., producer and writer of television shows, and with Earle Ludgin & Co. Mrs. Nelson succeeds Paul B. Ricks, who has resigned to recuperate following a major operation.

'Post Exchange' to Meade

Post Exchange, trade publication of the Armed Forces exchanges, has appointed Meade & Co., Boston, as New England advertising representative.

New Pre-Evaluation Formula for Ads Appears in Book

OMAHA, Oct. 18—Newest entry in the point-system-evaluation of advertisements derby, which has been reasonably quiescent for several years, has cropped up here with publication of a small book, "How to Tell If Your Ads Will Sell," published by the Helpful Press, 2212 Cuming St., Omaha 2.

The book is the work of Calvert Lindquest, and describes his "profit-ad system" of pre-evaluation of advertising. It sells for \$5.

This system, Mr. Lindquest asserts, shows how to determine the pulling power of ads before they are printed, and includes an "automatic satisfaction finder." Separate methods of prechecking national, retail and small ads are included.

The "long form" of the "profit-ad system" includes a check list

of 21 points, three of them under "Is the ad noticed?"; four under "catching the right reader"; three under "easy to listen to"; three (and 46 of a total of 100 points) under "arousing desire"; seven under "details and proof," and one under "directions." A dozen or so ads, including national copy, are reproduced and scored by the system.

The book, which is written both for professional admen and business men who have to write their own ads, also includes some primer material on advertising structure, use of type, etc.

Appropriately, the book opens with the author saying, "Since I'm offering a plan to boost your ad power and cut your ad costs, you may want to know more about me." Unfortunately, the author seems to have skipped lightly over his seven-point checklist on "details and proof," because in this connection the only personal information he supplies the reader is this:

"I finished college with a major

in psychology. I've combined psychology with advertising as my profession, undertaking fulltime advertising research in 1946 after my army service."

Underhill, Ommerle Shifted by Columbia

Charles M. Underhill, formerly program director of CBS-TV, New York, has been named to fill the newly created position of general manager for television. He will have the responsibility of adjusting the TV schedule to assure "every program ample casting, rehearsal and broadcast space and time."

Succeeding him as program director is Harry G. Ommerle, who was manager of program sales for the CBS radio network before his new appointment.

Young Joins Calkins & Holden

Philip A. Young, formerly radio copy chief with N. W. Ayer & Son, has joined Calkins & Holden, Carlock, McClinton & Smith, New York, to handle television commercial copy.

WLAP Begins Operations

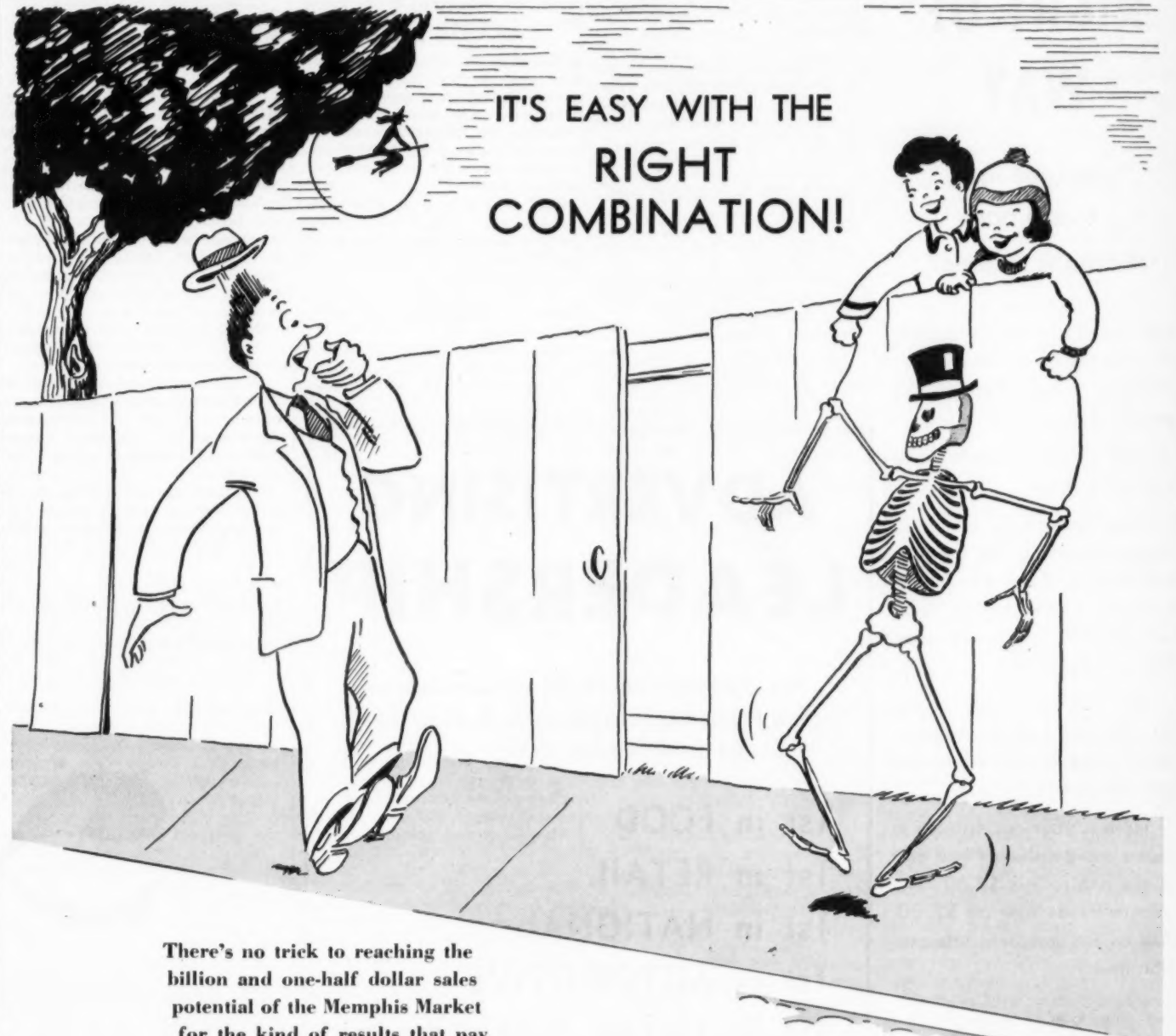
WLAP, Lexington, Ky., has gone on the air with 5,000 watts day and 1,000 watts night. The station was originally licensed in 1922, was moved from Louisville to Lexington in 1934, and was purchased by J. Lindsay Nunn and Gilmore N. Nunn, owners and operators of Nunn Stations, in 1936. The Nunnns then made an effort to secure a regional frequency and increased power. FCC's final decision was handed down on Feb. 24, 1950, with construction work starting immediately. WLAP also is putting its new FM service on the air, offering simultaneous programming, day and night. WLAP is an ABC affiliate.

Holeproof Appoints Walsh

Walsh Advertising, Toronto, has been appointed to direct the advertising of Holeproof Hosiery Co. (Canada), London, Ont.

Hickok Names Hoffman

Charles J. Hoffman has been named sales manager in charge of suspender and garter sales at Hickok Mfg. Co., Rochester, N. Y.



IT'S EASY WITH THE RIGHT COMBINATION!

There's no trick to reaching the billion and one-half dollar sales potential of the Memphis Market for the kind of results that pay big dividends when you use BOTH Memphis Newspapers! And there's a treat in store for you, too . . . a treat in the form of a BIG per line savings when you take advantage of the optional daily combination rate. It's the right combination for the right results in the right market!



MEMPHIS PRESS-SCIMITAR THE COMMERCIAL APPEAL



Scrapps-Howard Newspapers



Take this RIGHT OF WAY

straight into
1,300,000
Catholic homes!

Full speed ahead! Go quickly into the family circles of these friendly people through the pages of this "unit."

Talk to them. Ask these families to buy.

Your advertising on these respected pages will be seen and read and acted on by responsive, home-loving folks—your sales story will strike home in the home.

This is your straight route into the heart of the home—into the family discussions and into the family purse.

Here is your opportunity to make more sales at low cost—the line rate is \$3.60, with contracts as low as \$2.80. Ask us for complete information now.

1,389,848

ABC Publishers' Statements
of June 30, 1950

**OUR SUNDAY VISITOR
REGISTER UNIT**



ADVERTISING REPRESENTATIVE

C. D. Bertolet & Co., Inc.

30 N. Dearborn St., Chicago 2, Ill.

'Food Topics' Issues Survey of Food Field

**Increased Promotion
Credited for Keeping
Grocery Store Sales Up**

NEW YORK, Oct. 17—*Food Topics*, in its Oct. 2 issue, has published a comprehensive survey of trends in the food industry, with data on dollars spent by the public in grocery-combination stores and all other food outlets.

The analysis also contains comparable figures for 1947, 1948 and 1949, and gives detailed breakdowns showing which new grocery store departments are taking hold, which old departments are slipping, and what opportunities are being neglected in the food industry.

Some of the trends revealed in the survey:

■ A smaller per capita food consumption was recorded last year, which *Food Topics* attributes in part to the slight recession in the early part of the year.

There was a sharp decline in sales of shortening compounds, revealing a shift to vegetable shortening.

Beer sales in food stores showed a large gain, despite a drop in the over-all market.

Largest frozen food seller during 1949 in grocery stores was eviscerated, quick-frozen poultry.

Prepared mixes, dry yeast and virtually all frozen foods were among the items showing the largest percentage gains in dollar

sales in food stores last year.

Food Topics interprets these sales trends as further evidence that housewives are trying to cut down the time spent in the kitchen.

■ Despite the lower per capita food consumption last year, the survey found that grocery-combination stores were hurt least of all by the recession, and *Food Topics* attributed this to increased promotional activity on the part of such stores.

Food Topics describes grocery-combination stores as "straight grocery outlets, plus stores handling fresh meat as well as a full line of dry groceries."

Quoting from figures compiled by A. C. Nielsen Co., the survey showed that:

From 1946 to 1949 retail grocers increased their advertising by 32%. From 1947 to 1949, retail grocers



SIGNS FOR FOOTBALL—Joseph L. Abrahamson, president of Abrahamson Motor Sales, Chrysler and Plymouth dealer in Hammond, Ind., signs for play-by-play broadcast of all Purdue University football games for the season on WJOB, Hammond. At the left is Al Halus, the station's commercial manager, and at right, Sam Abrahamson, vice-president of the dealer organization.

increased their displays of merchandise by 40%, and their displays of advertising materials by 199%.

From 1948 to 1949, retail grocers increased their inventories of major advertised brands by more than 4%.

■ "To these developments," the survey continued, "must be added the fact that many food merchants last year installed complete self-service meat departments, and a goodly number also set up self-service produce departments. Several hundred grocers moved into shopping centers offering ample parking space, and thousands more enlarged their stores in order to provide a greater variety of goods."

Other economic developments that helped grocery-combination stores last year were:

1. The birth rate began to climb once again, resulting in increased sales of baby food and infant cereal, while sales of most other canned goods and breakfast cereals fell off.

2. There was an increase in the number of families, or housekeeping units, which meant more meals prepared and served at home.

3. There also was an increase in the number of married women taking jobs. Coupled with the millions living doubled-up because of housing shortages, this fact led

to a sharp spurt in sales of small-size canned goods.

4. There was a 7.2% decline in food volume in 1949 by eating and drinking places. This undoubtedly was caused by the recession; what the restaurants lost the food stores gained.

Other food channels, and the percentage decline in food distributed through them, are: Grocery-combination stores, 0.37%; specialty food stores (bakeries, delicatessens, fruit markets, etc.), 3.93%; government and military, 0.27%; all others (hospitals, institutions, and sales by mail order houses, department stores, etc.), 2.12%; farm home consumption, 15% (largely because of decline in prices).

The survey shows that the percentage of the consumer's food dollar being spent in grocery-combination stores has increased steadily since 1947, while specialty food stores have shown a decline from 1948, and today account for only one-half the percentage of sales they did 20 years ago.

Three reasons given in the survey for this loss of business by specialty food stores were: (1) Growth of one-stop shopping in supermarkets; (2) increased use of self-service; and (3) greater availability of the special services once offered only by specialty stores.

Shuron Optical Reenters National Consumer Field

Shuron Optical Co., Geneva, N. Y., will resume national consumer advertising after a lapse of four years, with its first insertion scheduled for *The Saturday Evening Post*, Nov. 4.

Copy consists of two separated single columns on one page, one addressed to women, the other to men, on the theme that "Eye care can be beauty care, too." Pictures feature Shuron's "Browline" frame. Charles L. Rumrill & Co., Rochester, N. Y., is the Shuron agency.

Meat Institute Elects

H. H. Corey, president of George A. Hormel & Co., has been elected chairman of the American Meat Institute. Wesley Hardenbergh and Harold Meyer have been reelected president and treasurer, respectively. O. R. Stone has been elected secretary and assistant treasurer. John F. Krey, president of Krey Packing Co., and Cornelius C. Nobel, president, Nobel Independent Meat Co., Madera, Cal., have been elected vice-chairmen.

ADVERTISING LEADERSHIP

The Oakland Tribune led all Oakland and San Francisco newspapers in 6 major advertising fields during 1949.

- 1st in FOOD
- 1st in RETAIL
- 1st in NATIONAL
- 1st in AUTOMOTIVE
- 1st in TOTAL DISPLAY
- 1st in TOTAL ADVERTISING

Largest Daily City Circulation
in Northern California

Oakland Tribune

CRESMER & WOODWARD, INC.

National Representatives Including Sunday Magazine Section



America's finest
photoengraving plant
**Collins, Miller &
Hutchings INC.**

207 North Michigan, Chicago

FRanklin 2-5854

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CBS welcomes Tele-tone
-the first set manufacturer to
bring you Color Television

Last Wednesday, the Federal Communications Commission, acting in the interest of the public, authorized the CBS system for commercial color television broadcasting.

On Tuesday I went on the air to try and give answers to questions like: What does the CBS color system do to my present television set?

Now—see what work after the Commission's decision—one of America's progressive and responsible television set manufacturers has come up with another specific and practical method to provide the public constructive answers to these questions.

The effect of his method is to say: You can have color television in your home in less than three months.

If you are interested in television, I urge you to read his clear and specific announcement on the opposite page.

Frank Stanton, President, The Columbia Broadcasting System

Here's how you can have
COLOR TELEVISION
with Tele-tone "Tele-color"

IMPORTANT NEWS FOR AMERICA'S EIGHT MILLION TV SET OWNERS
AND THE TWO MILLION PLANNING TO BUY TV SETS!

What, the public is confused about color television. But don't be misled by what you read in the news. It's not as simple as it seems. And it won't be expensive! There's "Tele-tone" to help you understand it. It will tell you the number and cost of every step you must take.

Tele-tone TOPS IN TV!

Carried an adjacent page ad placed by Columbia Broadcasting System "welcoming" Tele-tone as the "first set manufacturer to bring you color television."

Lawsuits, Speeches Add Confusion
to Roaring Battle over TV Color

(Continued from Page 1)
no official announcement.

Donald W. Thornburgh, president of WCAU-TV, Philadelphia, promised that the station will begin color transmission "as soon as it is made available to us."

The Twin City stations, KSTP-TV and WTCN-TV, estimate a cost of \$100,000 each to change to color television. Neither station has brought its b&w TV department out of the red, both station managers said at a conference of distributors and station representatives following the CBS color announcement by FCC.

CBS declined to say what stations, outside of its New York and Washington outlets, have evidenced an interest in carrying color programs. Several advertisers—Tintair, General Foods, Lever Bros., Chesterfield, among them—reportedly are competing for the role of the first color TV sponsor.

To whet the appetite of Mr. and Mrs. America CBS hopes to install receivers in as many strategic public places as possible. Special showings will be held for advertisers, agencies, technicians and the press.

Despite the vigorous opposition of the Radio-Television Manufacturers Assn., which is planning a campaign to acquaint the public with what it considers the real facts in the dispute, color TV this week picked up a number of new proponents in the manufacturing industry.

At mid-week Tele-tone Corp. ran full page ads in nine cities telling TV set owners they could buy Tele-color—a package converter—by Jan. 1.

Muntz TV said it will have a color companion set—usable only when attached to a Muntz b&w set—ready by Christmas.

Television Equipment Corp., New York, and Belmont Radio Corp., a division of Raytheon Mfg. Co., Chicago, announced plans to make color adapters and converters.

The Radio-Television Manufacturers Assn.'s educational program for television will be coordinated by a special committee headed by James H. Carmine, executive vice-president of Philco Corp.

The group's assignment is "to reassure the public that in the opinion of the best informed men in the industry black and white telecasting will continue for years to come, and that TV sets may be bought with confidence that they will receive the most popular television programs."

This advertising-promotion campaign—set to get under way as soon as possible—is being handled by Selvage & Lee. Radio, TV and newspapers probably will be used in the drive.

The color TV opposition already has been heard from in printed advertising. On Oct. 18—the day CBS

welcomed Tele-tone as the first color set maker—Pilot ran 1,000-line and full page ads, stating: "Pilot wants to give you color television but not as a 'flying saucer'."

Annoyance of manufacturers, many of whom are already seeing red at the mere mention of the word color because of what front page publicity on the subject has done to their set sales, hit a new peak Sunday night following a radio talk by Frank Stanton, president of CBS.

Mr. Stanton, apparently irritated by the disparaging comments set makers had been making about the CBS color system, told the radio audience:

"If you wait (to buy a TV set, that is) for, say, six months, you may save some money, and you will have a self-contained set with built-in compatibility and built-in color. On the other hand, if you buy an ordinary black-and-white set now, you will be able to enjoy the black-and-white programs being broadcast. But, if you do buy such a set, buy only from a manufacturer who will give you positive assurance that there will soon be adapters and converters which will enable you to get color."

The Radio-Television Manufacturers Assn. asked for and received time to present a rebuttal to Mr. Stanton's speech. Robert C. Sprague, president of the association, will present the manufacturers' case to CBS listeners Oct. 21.

Both Philco and RCA sent letters to their distributors on Oct. 16, explaining their positions on color TV. William Balderson, president of Philco, pointed out that "color television has not arrived" and that confusion and misinformation have resulted from exaggerated publicity.

Walter A. Buck, vice-president and general manager of RCA Victor, wrote: "We believe that the public needs reassurance by word of mouth, by letter and by advertising..."

In Washington the commission's hearing on the use of ultra high frequencies to provide more TV stations throughout the country will continue next week—and probably for several weeks to come. Television Broadcasters Assn. has asked that the entire ultra high frequency band of 72 new channels be added to the present channels available in the very high frequencies. The commission has proposed that 42 UHF channels be used for video.

There has been some speculation in Washington that, should the courts upset the commission's ruling on color, it might delay the lifting of the freeze on station construction indefinitely. The FCC position has been that the number of television channels should not be increased until color telecasting standards have been set for the country.

In Washington, Sen. Edwin C. Johnson (D., Colo.) accused set manufacturers of staging a "sit-down strike" against color television. He endorsed the commission's action in giving the green light to CBS color TV.

Dina Migliori Joins Federal
Dina Migliori, formerly with Kenyon & Eckhardt, has joined the copy department of Federal Advertising Agency, New York.

TELEVISION FIRST—Full-page ads in newspapers in nine of the major video cities last week announced Tele-tone Corp.'s decision to get into color TV.

Nielsen TV Reports
Now Are Based 100%
on Audimeter Data

CHICAGO, Oct. 19—Beginning with the September National Nielsen Television Index report, just released, all Nielsen reports on TV viewing will be based exclusively on data compiled from the company's electronic Audimeters.

Since March, when the Nielsen organization took over national radio and TV rating services of C. E. Hooper Inc. (AA, March 6), part of the listenership data has been based on information from coincidental phone calls.

The delay in switching over to 100% Audimeter measurement resulted from problems involved in installing the new-type Audimeters in sample homes.

The all-electronic measurements are expected to speed up delivery of national video reports. A one-week improvement in delivery time was achieved for the September report, and Nielsen promises that subsequent reports will be delivered from two to three weeks earlier than they were previously.

In addition, the A. C. Nielsen Co.'s national video ratings now are projectable with accuracy, i.e., the percentage of sample homes viewing a television show may be applied to the total number of TV homes to determine the total audience.

This formerly was not possible, because while the Audimeters were used to determine TV audience figures, coincidental phone calls had to be used to determine

how the total audience was divided among the various programs.

The Nielsen radio sample consists of about 1,500 homes. The TV sample includes about 350 homes. Both samples are selected to cover both urban and rural homes and telephone and non-telephone homes.

As a result, the new 100% Audimeter ratings now permit direct comparisons between radio and TV ratings.

A. C. Nielsen Co. also has doubled the frequency of its TV network reports. They now will be distributed twice monthly, with each report based on two weeks of sampling. Individual week ratings will be available for most shows.

Hooperecorder Will
Provide Immediate
Rating Information

NEW YORK, Oct. 19—C. E. Hooper Inc. this week unveiled its new electro-mechanical audience measurement system and announced tentative plans for an instantaneous radio and television rating service to start in New York and Los Angeles within the next six months.

These automatic Hooperatings will be provided by a mechanism operated on leased telephone wires. Tuning switches attached to each radio and TV set in selected homes will indicate what station—if any—is turned on by each receiver and relay that information, by way of a central telephone office, to the Hooper

office. In the Hooper office the information will be picked up by a recorder and tabulated on moving tape. Tabulations will cover five-minute intervals.

An area probability sample will be used to select the homes used in the measurement. Mr. Hooper pointed out that these ratings—unlike those now provided by his company which sold the industry on the telephone coincidental technique—will not be confined to telephone homes. Set owners will be offered free set servicing as an inducement to participate in the panel.

Instantaneous ratings on the preceding night's programs will be ready next morning as a routine procedure; if clients request faster service, Hooper can tell them how a particular program is doing during a show or immediately after it goes off the air.

If sold to video only, this service will cost each New York station approximately \$1,750 per month. If put into effect for AM and TV, it will cost each station approximately \$1,500 monthly.

Mr. Hooper said the first use of his Hooperecorder service probably will be in Los Angeles, where it may be employed as a measurement for TV only.

In addition to the ratings and sets-in-use figures inherent in this automatically supplied data, Mr. Hooper said the service will include frequency of listening, duplication of sets, composition of family, cumulative weekly audience to daily programs, audience to commercials vs. entertainment portion of show, etc.

Hooper this month started a 12-city (two-state) network TV report. He also has announced plans for additional regional TV coverage starting March 1, 1951. This is the earliest possible time for such expansion under the terms of Mr. Hooper's contract with A. C. Nielsen Co., which eight months ago purchased the Hooper national network and Pacific regional radio and TV rating services.

Named Detroit BBDO Head

Robert E. Anderson, for ten years an executive of Batten, Barton, Durstine & Osborn, Buffalo, has been appointed manager of the BBDO Detroit office and account executive in charge of the De Soto Division, Chrysler Corp., account.

National Nielsen-Ratings of Top TV Shows
Two-Week Period Ended Sept. 9, 1950

All figures copyright by A. C. Nielsen Co.

Table with 4 columns: Rank, Program, Homes Reached (000), Program Popularity (%). Lists top 10 TV shows like 'Toast of the Town', 'Fireside Theater', etc.

*Per cent of TV homes reached in those cities where the program was telecast.

Private Lines

It probably depends on which magazine you read what you'll be eating for breakfast next month. In the Oct. 30 *Life*, a four-page ad by American Meat Institute, American Dairy Assn., General Foods and Quaker Oats makes a pancakes-with-bacon breakfast look mighty appetizing. In the Oct. 28 *Saturday Evening Post*, however, Armour & Co. and General Mills will run two tempting pages explaining the deliciousness of waffles and sausage.

Advertising by Peter Fox Brewing Co., Chicago, maker of Fox DeLuxe beer, is being handled temporarily by Carroll Dean Murphy Inc. This follows resignation of the account by Tim Morrow Advertising, which worked on the account about five months. Morrow

was the fifth agency to handle Peter Fox in the past three years. Murphy was No. 4. Others have been H. W. Kastor & Sons, John W. Shaw Advertising and Schwimmer & Scott. The latter held the account for 12 years until September, 1947 (and last summer handled the Fox DeLuxe White Sox baseball telecasts over WGN-TV). The brewer hasn't decided on agency No. 6 yet.

For 15 years, the *New York Times* has given a luncheon for Detroit industrialists. Supervising the arrangements each year was Ben Etter, manager of the *Times'* Detroit office. A month ago Mr. Etter died.

Last week Julius Ochs Alder, general manager of the *Times*, in a letter to the luncheon guest list, said in part: "We believe that you will agree that it would be inappropriate to have the luncheon this year. Instead, the *Times* is making a contribution in Ben Etter's name to Detroit's charity organizations through the United Foundation."

Champion Asks FCC to Reverse Trial Examiner's Report

WASHINGTON, Oct. 17—The Champion Spark Plug Co. today urged the Federal Trade Commission to reverse a trial examiner's report which found that auto manufacturers are getting their plugs at illegally low prices.

The firm contended that a commission order requiring price increases on plugs sold to automobile manufacturers would merely cause the auto firms to go into the spark plug business.

Champion contended that the proposed order is an attack on trade discounts as such, and would completely eliminate the "functional" difference which enables wholesalers and distributors to operate.

■ It contended that the long-run result would be a death sentence for thousands of small business men who sell to big manufacturers in all lines of trade.

The commission now has before it a trial examiner's report holding that Champion sold plugs to automobile manufacturers between 1939 and 1947 for 5¢-7¢, and the same plugs to dealers for 22¢-27¢. The proposed order holds that discounts shall reflect only actual cost differences.

Similar charges are pending against Electric Auto-Lite Co. and the AC Spark Plug division of General Motors.

'Shears' Changes Name to 'Boxboard Containers'

Shears, monthly business paper of paper box, carton and container manufacturing, published by Haywood Publishing Co., Chicago, has changed its name to *Boxboard Containers*, effective with the October issue. The new name was chosen in an industry-wide contest.

Principal features of the October issue include the memory book of box making, a century of box making in pictures, an almanac of significant events and an association panorama. Editorial preparation of this issue required one year.

Agency Incorporates

A. J. Brassard Advertising, Providence, R. I., has been incorporated and will be known as Brassard Advertising Inc. Alfred J. Brassard Jr. is president; Charles H. Doebler, vice-president and treasurer, and James P. Elder, secretary.

Time Costs on 107 TV Stations

Peter B. James, TV manager of Weed & Co., radio-TV station representative, completed the analysis below of time costs on TV outlets now operating in the U. S. Cost data were obtained from rate cards; set estimates came from various sources

(chiefly station estimates). He points out that there is a trend toward differentiating between charges for one-minute, 20-30 second and 8-10 second spots and that hour and half-hour rates tend to vary more in a city after sets exceed 200,000.

CITIES, NUMBER OF SETS PER CITY	TOTAL STATIONS	ONE HOUR		HALF HOUR		ONE MINUTE OR LESS*		
		Range	Avg.	Range	Avg.	Range	Avg.	Avg.
Less than 10,000	2	\$150-\$ 200	\$ 175	\$ 90-\$ 120	\$ 105	\$ 12-	\$ 30	\$ 21
Albuquerque, Nashville	2							
10,000 to 20,000	6	150- 250	191.66	90- 150	115	22-	35	28.50
Ames, Bloomington, Davenport-Rock Island, Jacksonville, Phoenix	6							
20,000 to 35,000	15	150- 250	220	90- 150	132	24-	45	35.21
Binghamton, Birmingham, Charlotte, Greensboro, Huntington, Johnstown, Lansing, New Orleans, Norfolk, Salt Lake City, San Antonio, Utica	15							
35,000 to 50,000	8	265- 400	326.87	158- 240	196	37.50-	60	53.25
Erie, Grand Rapids, Houston, Kalamazoo, Louisville, Memphis, Miami, Oklahoma City, Omaha, Richmond, Rochester, Seattle, Tulsa, Wilmington	8							
50,000 to 75,000	16	250- 400	296.56	150- 240	178.31	40-	80	49.41
Atlanta, Kansas City, Lancaster, San Diego, Syracuse, Toledo	16							
75,000 to 100,000	12	250- 375	330.30	150- 225	198.37	36-	60	52.41
Columbus, Dallas-Fort Worth, Indianapolis, Providence, San Francisco, Schenectady	12							
100,000 to 150,000	8	375- 500	440.62	225- 300	264.38	50-	100	74.29
Buffalo, Dayton, Milwaukee, Minneapolis-St. Paul, New Haven, Pittsburgh	8							
150,000 to 200,000	8	425- 550	481.88	225- 330	238.12	70-	100	90
Cincinnati, St. Louis, Washington	8							
200,000 to 300,000	6	400- 637.50	525.42	270- 382.50	313.75	70-	120	94
Baltimore, Cleveland	6							
300,000 to 400,000	3	800 (each)		480 (each)		150-	160	153.33
Detroit	3							
400,000 to 500,000	2	600- 750	675	360- 450	405	125 (each)		
Boston	2							
500,000 to 600,000	3	700- 900	766.66	420- 540	460	150 (each)		
Philadelphia	3							
600,000 to 700,000	11	500- 1,000	777.27	300- 600	468.18	90-	200	145
Chicago, Los Angeles	11							
More Than 1,000,000	7	800- 2,200	1,774.43	480- 1,500	1,062.85	350-	525	458.33
New York	7							

*For most stations. Does not include data for stations offering rates for "one-minute" only, rather than "one-minute or less"

WHICH ADS PULL BEST?*

\$55,000.00 FUR COAT

That price was paid in Paris 19 years ago for the above Chinchilla coat, which...

THIS ADVERTISEMENT

was published in The Iowa Bureau Farmer and featured news style teaser head and photo. Ad was 150 lines and copy was set news style. No signature other than a coupon was carried. Coupon requested information on Chinchilla Ranch of Iowa breeding stock. Result was 75 direct inquiries from which \$8500.00 in business has been developed.

*Ads in the Iowa Bureau Farmer pull and sell because this attractive farm magazine, written about a rich farm state is read by farm families who can and do buy!

Write for facts—let sales results prove readership.

125,000 FARM FAMILIES

IOWA BUREAU FARMER
DES MOINES, IOWA

Hard-Selling Period Next Spring: Weiss

NEW YORK, Oct. 17—E. B. Weiss, director of merchandising for Grey Advertising Agency, expects the American economy to experience a deflationary downturn between now and next spring.

Speaking at an American Marketing Assn. retail distribution group luncheon today, Mr. Weiss predicted that fewer units of merchandise will be moved in the spring of '51 and industry "will have to work darn hard to move them." He said dollar volume at that time will not exceed that for the same period last year.

"Selling must not take a holiday," he warned. "Advertising and promotion pressures will be required in the same degree they were in the spring of 1950. We will have to increase selling pressures to move a reduced number of units."

■ Mr. Weiss said many things could happen before next spring to turn inflation into a deflation of "uncertain length which would have varying impacts on different industries." As examples, he cited the possibility of price, wage and inventory controls, and price roll-backs.

Mr. Weiss said inflation is "by no means a one-way street. An inflationary trend has its ups and downs. And those who forget this may be caught in the 'downs.'"

"Look what we have in the middle of our present inflation," he said, citing reports of food sales falling off, car sales down, liquor in a downtrend, sugar sales below last year, and a "serious leveling-off" in home furnishings sales.

Portland Bank Names Lonie

D. Donal Lonie Jr., formerly editor of the *North Lincoln News Guard*, Delake, Ore., has been named assistant to Warren C. Kaley, vice-president and advertising director of the First National Bank, Portland, Ore.

Industrial Editors Elect

Betty Amos, editor of "Canada Wire News" for Canada Wire & Cable Co., Leaside, Ont., has been elected president of the Ontario chapter of Canadian Industrial Editors Assn.

Beckjorden Joins LeQuatte

Herald Beckjorden, a former vice-president of the American Association of Advertising Agencies, has joined H. B. LeQuatte Inc., New York, as vice-president, account executive and supervisor of radio and television operations.

Appoints Stabelfeldt

Bruce K. Stabelfeldt, formerly advertising manager of Blackhawk Mfg. Co., Milwaukee, has joined Edward Valves Inc., East Chicago, Ind. He will be assistant to the vice-president in charge of advertising and sales promotion.

Claire Joins Shaw-Schump

Don Claire, formerly with Harold Walter Clark Inc., Denver, has joined Shaw-Schump Advertising Agency, Denver.

Stokes Launches Campaign

Stokes Canning Co., Denver maker of chile con carne, is using newspapers in western states pushing its "Quick Meal Foods" theme. The drive also includes broadsides to retail outlets. Harold Walter Clark Inc., Denver, is the agency.

Moves New York Office

The New York office of Bruce Publishing Co., Milwaukee, will be located in the Transportation Bldg., 225 Broadway, effective Nov. 1.

Ansley Appoints Newman

Seymour D. Newman, formerly with Starrett Television Corp., has been appointed national sales manager of Ansley Radio & Television, New York.

BLOMGREN

75 years MAKERS OF PRINTING PLATES

ARTISTS - DESIGNERS
PHOTO ENGRAVERS
COLOR PROCESS PLATES
ELECTROTYPERS
LEAD MOLD - VINYLITE
PLASTIC MOLD PROCESS
PRE-MADE READY PLATES

BLOMGREN BROS. & CO.
626-638 FEDERAL ST. CHICAGO 5, ILL.
Telephone HArrison 7-4020 - 4021 - 4022

Along the Media Path

• The Oct. 11 issue of the *New York World-Telegram & Sun*—with 80 pages of news and advertising—was the heaviest regular edition of a paper ever published in New York, according to Richard A. Murray, advertising director.

Columbus Day this year fell on Thursday, when many stores customarily are open in the evening and do a heavy volume of business. The most important factor in producing the abnormal-size issue was the local stores' anticipation of record Columbus Day business.

Mr. Murray said that the Oct. 11 issue established three single-issue records for ad volume in the New York weekday field: (1) Total advertising published was 141,589 lines, or more than 470 columns; (2) department store advertising totaled 73,305 lines; (3) total retail linage (other than department store copy) was 48,992 lines.

In addition, there were 16,118 lines of general and automotive advertising and 3,174 lines of classified ads.

• This month, Scholastic Magazines are celebrating the 30th anniversary of their founding. The publications were started in 1920, with a circulation of 3,000. This fall, circulation is running between 800,000 and 900,000 weekly.

• The *New York Herald Tribune* has published a 12-page booklet with charts, statistics and other data supporting its contention that the morning newspapers in New York have "continued to grow in advertising linage" and that the trend "has accelerated since January, 1950."

• *Automotive Digest* has issued a new portfolio of data on its subscribers, highlighting the results of a survey by Dun & Bradstreet. The study was conducted to determine the number of readers of the publication who perform each of some 25 different auto service operations in their shops.

• *Industrial Equipment News* is distributing a folder outlining the "IEN Plan" for finding active, worth while plants, selecting the men who specify and buy, attracting their interest, and placing a sales story before them at a time when they are interested.

• Apparel advertising linage in the November issue of *Sport* is up 43% over the linage in the corresponding issue last year.

• The October, 1950, issue of *Northwest Banker*, Des Moines, carried the largest advertising volume in the publication's history, representing the largest number of advertisers in a single issue. The number of net paid subscribers to the issue also set a new record.

• A Philadelphia housewife who visited the *Philadelphia Inquirer* classified ad office to place a used car ad early this month went home with a new 16" RCA television set. Seems the lucky lady placed the 1,000,000th classified ad carried by the *Inquirer* this year.

• Total circulation of the August issue of *Charm* was 680,000, highest figure reached by the magazine in its ten-year history. It was the first issue published under *Charm's* new editorial policy.

• *Practical Home Economics* has mailed an announcement to advertisers and agencies promising that the publication will not raise its rates, despite the fact that it

has been restyled, that departments have been expanded, that 2,000 extra copies now are being rotated monthly among non-subscribers, and that the publication is enjoying the highest renewal percentage in history.

Sears Christmas Catalog Out

The largest Christmas catalog ever issued by Sears, Roebuck & Co. is now being distributed to the company's customers. The new 360-page book lists more than 15,000 gift items and represents a 60-page increase over last year. Among the items featured in the toy section, which takes the largest number of pages—68—are an electric organ only 6½" high; a movie projector and screen unit built into the same cabinet, and an electronic doll that sings, talks and laughs.



KDAL PARADE—Station KDAL, Duluth, promoted CBS' "The Stars Address" slogan in the annual Duluth fall festival parade with this 8' star, the station's sound truck and eight other stars featuring CBS personalities.

Demarest Joins Ko-Z-Aire

Richard T. Demarest, formerly market analyst and assistant sales manager for the furnace division of Morrison Steel Products, Buffalo, has joined Ko-Z-Aire Inc., Red Oak, Ia., manufacturer of warm air heating equipment, in the newly created post of assistant sales manager.

Appoints Griffith-McCarthy

The Greater Tampa Chamber of Commerce, Tampa, Fla., has appointed Griffith-McCarthy Inc., St. Petersburg, as its agency. Plans call for the expenditure of \$45,000 to tell the story of Tampa and the Florida West Coast in more than 50 newspapers and several magazines.

Forms New Boston Agency

John T. Burke, formerly vice-president of Chambers & Wiswell, Boston agency, has organized Burke Advertising Associates at 420 Boylston St., Boston. Among the accounts to be represented by the new agency are R. G. Sullivan Inc., Manchester, N. H., manufacturer of 7-20-4 and Dexter cigars; Davidson Rubber Co.; and Lawrence Broadcasting Co.

Eddy Joins Botsford

Rosamond Eddy, formerly at Saks Fifth Avenue in fashion coordination and publicity, has joined the New York office of Botsford, Constantine & Gardner, in charge of client publicity and public relations.

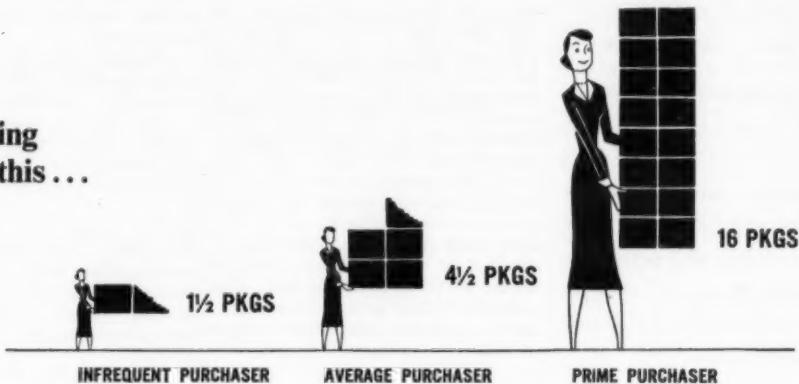
MULTIGRAPHING **FILLING-IN**

ADDRESSING **MIMEOGRAPHING**

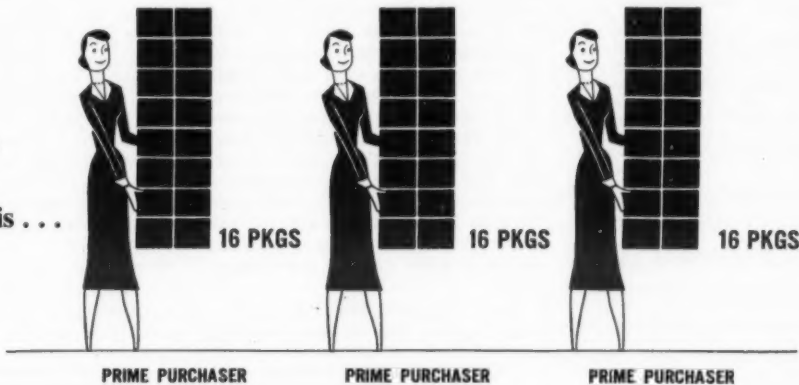
THE LETTER SHOP, Inc.

431 S. Dearborn St. Chicago 5, Illinois

People were buying the product like this . . .



Panel findings revealed why and showed how new sales approach could persuade them to buy like this . . .



RESULT: immediate sales increases

The J. Walter Thompson Company Consumer Panel showed that, in one year, 75% of all U. S. families bought the firm's products.

Resistance of the remaining 25% was high enough to indicate that 75% was virtual market saturation. But further Panel study revealed another vital fact: whereas a large percentage of established customer families were buying only 4½ packages a year, some customers bought 16 packages a year.

A shift in promotion strategy was clearly indicated. New campaigns featured new uses for the product. These paid off in *immediate sales increases*.

Information like this comes directly from the reports of the J. Walter Thompson Consumer Panel. These reports are from a cross section of families throughout the entire U.S.A.; they are *daily* consumer purchase records. They not only suggest answers to known marketing problems . . . they continuously reveal new problems and opportunities *as they occur*.

Specifically, Panel findings answer . . . **Who is buying? What Brands? Why? How much? When? and Where?** But the Panel is not a one-time survey. Its answers are like a continuous motion picture of the consumer market. The picture can be slowed up or "stopped" at any point for detailed study. *Trends* can be charted and the market position of each competitor can be gauged. Who is gaining . . . who is losing.

The J. Walter Thompson Panel has proved its reliability as an index of buying habits of the entire country. Reports include day-by-day written records of *every purchase* in the product classes studied. Because its reports give a market picture obtainable in no other way it is a picture that your competitors may see, too late.

It is only one of the many services available to JWT clients. We shall be glad to give more detailed explanations to interested executives. J. Walter Thompson Company, 420 Lexington Avenue, New York 17, N. Y. *Twenty-two other offices in strategic cities around the world.*

THE JWT CONSUMER PANEL

offers these unique advantages

1. **The base** is a representative cross-section of the whole United States, covering all family types and all marketing areas. Regional, income and age groups can be studied individually.
2. **The monthly reports** from these families are based not on opinion, not on memory . . . but on actual purchases recorded in a daily diary.
3. **Every purchase** (of the products under study) is put down, and the *place* of purchase shown . . . including major chains, syndicate stores, house-to-house, co-operatives, etc.
4. **Reports also show** purchases of competitive products, relative importance of product *uses*, degree of brand *loyalty*.
5. **Because the results** are a *continuous* record of the buying habits of the *same* families, they can be analyzed as case histories . . . which mirror accurately the facts on repeat sales, results from deals and premiums, etc.

Fruit Juices In St. Paul

In the St. Paul market the primary demand for three of the major fruit juice classifications during the past four years was as follows:

	Per cent of Families Using		
	Grapefruit Juice	Orange Juice	Blended Orange & Grapefruit
1950...	45.8%	44.5%	34.8%
1949...	45.9	40.3	37.9
1948...	48.3	37.9	33.6
1947...	42.8	34.2	28.4

As far as the brand preference in each of these classifications is concerned, the same brand leads in each and has held the leadership for the past four years. However, its lead over this period has been significantly cut, and the brand in second place has shown a significant increase.

As a typical example let us see what happened to family brand preference in the orange juice classification.

	1950	1949	1948	1947
Brand A	20.4%	22.4%	24.8%	26.2%
Brand B	14.5	14.3	12.5	9.5

To round out the picture it is noteworthy to mention that the brand which appeared third in consumer preference with 8.5% in 1950 has never shown above one per cent family preference in the three previous years.

It is measurement of this kind that keeps the advertiser well abreast with the local situation in the St. Paul Market.

This classification is only one of the 150 classifications studied in the 1950 Consumer Analysis of the St. Paul Market. These classifications cover brand preference for foods, soaps, toiletries, beverages, home appliances and general consumer buying habits. If you are looking for pertinent information concerning your product in the St. Paul Market, send for this research report today. Write General Advertising Department, St. Paul Dispatch-Pioneer Press, St. Paul 1, Minnesota, or Ridder-Johns Inc., with offices in New York, Chicago, Detroit and Minneapolis.

(ADVERTISEMENT)

Newsprint Price Boost to Start the Ball Rolling

(Continued from Page 1)
under the all-time high of \$112.60 established in 1920. The record low was \$40 a ton during the depression years.
Mr. Williams declared that the \$10 increase "is not justified," and that "there is a limit to the amount of money a newspaper can pay out and stay in business."

Both Abitibi and Powell River gave high production costs as the reason for the increases. As predicted (AA, Oct. 9), the higher newsprint prices have been expected, especially in view of the Canadian dollar's continued gain in value since it was placed on a free exchange basis.

In addition, newsprint production and consumption figures reveal that the demand is increasing more rapidly than the supply. At the end of September, stocks of newsprint on hand and in transit amounted to 37 days' supply for the average of all daily newspapers reporting to the ANPA. This figure is the lowest for Sept. 30 since 1946. Total estimated newsprint consumption in the U. S. for the first nine months of 1950 is estimated at 3,314,722 tons, an increase of 6.7% over the first nine months of 1949 and an increase of 14.3% over the comparable period of 1948.

Canadian mills produced 45,810 tons more in the first nine months of 1950 than in the corresponding period of 1949, which was an increase of 1.2%. The output in the U. S. was 60,180 tons, or 8.8% more than in the first nine months of 1949, making a total continental increase of 105,990 tons, or 2.3% more than in the comparable period of 1949. This exceeded the total of any preceding similar period. But the increased consumption—considerably greater than the production increases—emphasizes what mill representatives point to as the basic reason for higher prices.

Rep. Emanuel Celler (D., N. Y.), chairman of the House judiciary



PICK CANADIAN LEADERS—Here's the jury charged with judging entries in the 7th 25 Canadian Direct Mail Leaders contest, winners in which will be shown at the Oct. 24 meeting of the Advertising & Sales Club of Toronto. Left to right are W. W. McGregor, Ronalds Advertising Agency; Lee Trenholm of Provincial Paper Ltd., the contest's sponsor; J. G. Hagey, executive vice-president, Assn. of Canadian Advertisers; Robin C. Cumine, president, Art Directors Club of Toronto; and William C. Stannard, president, Canadian Advertising & Sales Federation.

committee, threatened anti-trust action against American mills that raise their prices on newsprint, an action which he claims is entirely unjustified.

"Newsprint," Mr. Celler said, "is roughly about 50% of the cost of newspaper publishing. It was 25% of the cost ten years ago and 20% of the cost 15 years ago. Last year, 200 newspapers folded because of rising newsprint and labor costs.

"Ad rates will skyrocket," he declared, "as a result of this increase. This will intensify the inflationary trend of consumer goods." He also said that higher newsprint prices jeopardize the existence of a free press, vital for the preservation of democracy.

So far as AA could learn, the price of spot stock, small-lot newsprint still remains firm at about \$170 to \$175 a ton, f.o.b. mill. Supplies are tight.

Book paper, on the other hand, despite price increases (AA, Oct. 9) is not in as strong demand as it was a few weeks ago. The composite average contract price today is about \$180 a ton. Small lots from warehouse, on the average, are reported at about \$10 to \$20 higher, depending on quality, quantity, credit and seller's inventory.

Most mill representatives and local merchants believe that the scare buying of recent months has spent itself, and that more or less

normal demands may be expected from now on, unless something unforeseen should develop.

One mill representative told AA that higher paper prices, both in newsprint and other types, may attract "new capital investment into the industry which would increase productive capacity and in course of time bring paper down to rational levels."

ST. REGIS NET SALES UP, PROFIT MORE THAN DOUBLE

NEW YORK, Oct. 19—St. Regis Paper Co. reports net sales for the nine months ended Sept. 30, 1950, of \$109,200,097, compared with \$94,285,462 in the corresponding period of 1949. Net income, after provision for federal taxes at the rate provided for the 1950 tax bill, for the nine-month period amounted to \$7,003,924, against \$3,284,394 for the like period a year ago.

BAB Incorporated; Financing Is Next

WASHINGTON, Oct. 19—First legal steps toward the creation of a \$1,000,000 sales arm for radio were completed today with the organization of Broadcast Advertising Bureau as a membership corporation under the laws of New York state.

Divorcement of Broadcast Advertising Bureau from NAB and expansion of the sales operation was proposed by the association's directors in July. In recent weeks the plan has been endorsed at 14 of NAB's 17 regional meetings. The other three are expected to act favorably late this month or early next month.

The new corporation, to be known as Broadcast Advertising Bureau Inc., will have its principal office at 270 Park Ave., New York, the present BAB headquarters. NAB's BAB committee, under Robert D. Swezey, WDSU, New Orleans, is serving as a temporary board of directors.

Financial and staff requirements will be discussed at a meeting to be held here in the near future.

Medicos Present Rules on Sun Lamp Advertisements

Sun lamp advertising requirements, announced by the Council on Physical Medicine and Rehabilitation of the American Medical Assn. last week, ban "statements that exposure to ultraviolet radiation increases or improves the tone of tissues of the body as a whole, stimulates metabolism, acts as a tonic, increases mental activity or tends to prevent colds."

The council said there is no justification for claims that ultraviolet rays from sun lamps insure normal tooth structure, or that the vitamin D they produce has all the beneficial effects of exposure to sunshine.

Pittsburgh's Newspaper Strike Hits Advertisers

The strike against Pittsburgh's three daily newspapers reached its third week without showing signs of settlement soon. Publishers of the Post-Gazette, Press and Sun-Telegraph demand a written contract, while striking mailers are holding out for an oral agreement. Used car dealers reported their business has reached an all-time low, department stores are using as much radio as possible and distributing radio program listings; theaters are having to add switchboards to handle extra phone calls (three drive-ins have had to close), and merchants are fearful of delayed and lost sales as the peak fall shopping period develops.

A well-rounded pair

of lunch-table talks...

at the St. Clair Hotel
Artists Guild Club
for reservations call
SUperior 7-3320

monday luncheon round-tables

Oct. 30
Flexichrome
Jack C. Crawford
Eastman Kodak Co.

Nov. 6
Typography
Bert Ray
moderator

this space contributed by
Laurence, Inc.
Chicago

WANTED 4 TOP-NOTCH Point-of-Purchase SALESMEN

By one of the country's foremost manufacturers of 3-dimensional counter and window displays. Men with creative selling ability and good following will be given preference. Earnings unlimited. Salesmen will be backed by a versatile creative art staff and construction experts.

It is our opinion that the type of men we select will be interested only in a commission arrangement.

All replies will be kept strictly confidential.

Box 7731, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Newspapers Must Cut Ad. Promotion Costs: Buckland

CLEVELAND, Oct. 17—Newspapers should investigate the possibility of reducing advertising and promotion department costs, if they want to keep publishing costs in line with earnings, according to A. K. Buckland, comptroller of the Montreal Standard.

Addressing the third annual meeting of the Institute of Newspaper Controllers & Finance Officers yesterday, Mr. Buckland made several recommendations for reducing advertising department costs.

- They included: (1) check individual efforts of each salesman, comparing traveling and entertainment expenses with sales results; (2) insure that advertising agencies respect ad deadlines; (3) if ad material presented for publication requires some alterations, make sure charges are assessed; (4) encourage advertisers to use repeat ads whenever possible, and retain all layouts, composition etc., for future use; (5) review mat services periodically to make sure full benefit is being realized from them; (6) analyze lineage by accounts to ascertain the causes of decreases, and by types so that salesmen can apply their efforts in the most profitable fields.

To reduce promotion department costs, Mr. Buckland recommended reviewing the services extended to clients and comparing their costs with the rates and revenue received. Also, reviewing the publications where the company's ads run and limiting the placing of ads to those whose usefulness has been ascertained.

■ Newspapers need more revenue and lower costs, Charles M. Hupp, general office manager, *New York Herald Tribune*, told the assembled controllers and finance officers.

To increase revenue papers must stop selling advertising at "unhealthy rates," Mr. Hupp said. This type of selling may build lines of advertising, but it won't bring in dollars to pay the bills, he added.

Citing an analysis he had made of the costs of eight New York newspapers, Mr. Hupp said that milline rates in the metropolitan area have risen only moderately since 1940, and have lagged considerably behind the 90% increase in the over-all cost of operations.

Clark A. Renwick, *Detroit Free Press*, was elected president of the institute. Other officers elected were: T. F. Mowle, *Wall Street Journal*, 1st vice-president; C. A. Weis, *St. Louis Globe-Democrat*, 2nd vice-president; F. T. Hodgdon Jr., *Forest City Publishing Co.*, Cleveland, secretary, and Harold Ferguson, *Newsday*, Hempstead, N. Y., treasurer.

Abuse of Consumer's Union Label Denied by Doeskin Products

WASHINGTON, Oct. 19—Doeskin Products Inc., New York, has denied that it misused the Consumer's Union label in advertising Sanapak sanitary napkins.

The company said its tests showing Sanapak to be the "safest" of all brands of sanitary napkins involved the same type of apparatus used by Consumer's Union.

The company said further that the "Joan Ellis," described in its ads as a "famous New York stylist," is a young lady in its employ "who, under the name of Joan Ellis, has engaged in design, styling and public relations work with regard to sanitary napkins and has become a stylist in that field."

Last Minute News Flashes

Abe Schechter Joins Crowell-Collier

NEW YORK, Oct. 20—A. A. (Abe) Schechter, who recently resigned as vice-president in charge of news, special events and press of the Mutual Broadcasting System, has joined the executive staff of Crowell-Collier Publishing Co.

Federal Resigns Ayer Cosmetics Account

NEW YORK, Oct. 20—Federal Advertising Agency has resigned the Harriet Hubbard Ayer account effective Jan. 1. Officials at Ayer, a subsidiary of Lever Bros. Co., said agencies would be invited to pitch for the business.

'Chemical Industries' to Be Weekly in January

NEW YORK, Oct. 20—*Chemical Industries*, McGraw-Hill monthly, will become a news weekly Jan. 20, 1951. Its present circulation of 10,000 will be increased to a minimum of 18,000 by the end of 1951. Its rate card is expected to be revised, W. F. Traendly, publisher, told AA. The publication was bought by McGraw-Hill from the Maclean-Hunter Publishing Corp. last July (AA, Aug. 7).

ABC Separates AM, TV Sales; Other Late News

■ Separating its radio and TV sales departments, American Broadcasting Co., New York, has named Fred Thrower, formerly v. p. for AM and TV sales, vice-president in charge of television sales for the network. Charles T. Ayres, eastern radio sales manager, has been appointed director of radio sales for ABC.

■ Kenyon & Eckhardt Inc., New York, has added Douglas Coyle, formerly with Vick Chemical Co., to its merchandising department, and Helen Hartwig, formerly with Ruthrauff & Ryan, to the time buying staff.

■ Richard B. Rogers, formerly on the advertising staff of Maujer Publishing Co., St. Joseph, Mich., has joined *Newsweek's* Cleveland office as advertising representative.

■ Spickelmier Co., Indianapolis, maker of water repellants for wholesale distribution, is entering the retail market with a new product, Dri. Packed in a "bomb" type container, Dri will be introduced in a selected number of markets after Jan. 1. Ad plans will be announced later. Dancer-Fitzgerald-Sample, New York, is the agency.

■ Honig-Cooper Co., San Francisco, has been appointed to handle all advertising for Italian Swiss Colony wine, effective Jan. 1, 1951. Wine Growers Guild (Guild wine), now handled by Honig-Cooper, is expected to appoint a new agency in the next few weeks.

■ Admiral Corp. may name a successor to Kudner Agency this week. The new agency will take over television billings now handled by Kudner ("Stop the Music" and "Lights Out").

■ Arthur H. Eaton, director of copy at Erwin, Wasey & Co., New York, since March, has been appointed vice-president of the agency. He was previously a copy group head at Benton & Bowles.

■ Following the death of Earl Robertson, James M. Barrick, his assistant, has been named national advertising manager of the *Kansas City Star*. Emil A. Sees, formerly local display advertising manager, has been named to the new post of advertising director, and Fred Kenower has taken over his former post. R. W. Vance has been appointed assistant to Mr. Sees.

■ Green Giant Co., Le Sueur, Minn., has scheduled color page ads for its Green Giant peas and Niblets corn in *Family Circle* (November), *Life* (Oct. 30), *This Week Magazine* (Oct. 29), *Western Family* (Nov. 2) and *Woman's Day* (November). Ads will feature Art Linkletter, star of Green Giant's TV show, "Life with Linkletter" (ABC, Fri., 6:30-7 p. m., CST). Leo Burnett Co., Chicago, is the agency.

NBC Boosts Brooks, Smith; New Sales Methods Proposed

WHITE SULPHUR SPRINGS, W. VA., Oct. 20—Two major appointments were announced at the National Broadcasting Co. affiliates' meeting here this week.

William F. Brooks, v. p. in charge of news and special events, was promoted to the new post of vice-president in charge of public relations. He will supervise press, information, continuity acceptance and will maintain liaison with news, special events, advertising and promotion for the network's radio and video divisions.

Carleton D. Smith, now director of TV operations, will be recommended to fill another new position—vice-president in charge of station relations—at the November board of directors meeting, it was announced.

Although no official confirmation has been made yet, John K. Herbert, general advertising manager of Hearst Magazines before joining NBC as assistant to the president a few months ago, is expected to be named head of radio sales. Harry C. Kopf currently is v. p. in charge of sales for the sound broadcasting division.

■ Several new proposed sales methods were outlined during a closed session by Charles R. Den-

ny, executive vice-president, as follows:

1. "This Is Television." Tape recordings of highlights of TV shows to be sold to their TV sponsors as a radio program.

2. "Sight and Sound." This will offer rotational participations on a half-hour video show and a half-hour radio show to three advertisers.

3. "Night and Day." Three advertisers will be sold participations in two daytime periods and one evening period on a rotational three-week schedule.

4. "Operation Tandem." Six advertisers will be offered participation sponsorship in five separate 60-minute programs on different nights of the week. The network sales force has been peddling this one for some time.

Effective Nov. 1, NBC's New York TV outlet, WNBT, will increase its class A base rate from \$2,200 to \$2,500. Class B and C rates also will be adjusted. Announcements and station break rates for classes A, B and C will remain unchanged.

Roseman Joins Helbros

Irwin H. Roseman, formerly advertising and sales promotion manager of Griffon Cutlery Corp., New York, has been named advertising director of Helbros Watch Co., New York. He succeeds Harvey M. Bond, who has been appointed advertising director of Benrus Watch Co.

ANA Statement Deplores Co-op Ad Abuses; Urges All to Help in Their Elimination

NEW YORK, Oct. 17—The Assn. of National Advertisers—whose board earlier ducked a resolution on dealer cooperative advertising—today issued a statement in which ANA noted the evils of cooperative advertising and (like Coolidge's minister) came out flatly against them.

The "increasing practice" of retailers in charging back ad expenditures at higher rates than they actually paid is attacked as (1) "economic waste" by adding to distribution costs; (2) diverting funds from advertising efforts of suppliers, hence reducing productive expenditure; (3) "a disregard for contractual obligations"; and (4) violation of "sound principles of advertising business ethics."

The ANA's action followed the forthright speech of Alfred B. Stanford, vice-president of the *New York Herald Tribune*, to ANA's Chicago convention, in which he said co-op might have to be thrown out because of its abuses. Mr. Stanford's speech followed disclosure by AA that North Carolina newspaper publishers had been advised by their counsel, William C. Lassiter, that the practice of double billing subjected the newspapers to prosecution for fraud (AA, Aug. 28), and the action of the Newspaper Advertising Executives Assn. of the Carolinas in opposing the practice of double billing (AA, Sept. 4).

■ When the Carolina newspapermen's board took this action, it estimated that—in North Carolina alone—double billing accounted for \$300,000 in newspaper advertising.

Text of the statement: A study by the Cooperative Advertising Committee of the ANA reveals that a growing number of ANA members who participate in cooperative advertising are encountering an increasing practice by retailers of charging back such advertising expenditures at higher rates than they actually pay, thus violating their agreements to share costs on a net basis.

This practice constitutes a disregard for contractual obligations which accord proportionately equal terms to all retailers. It represents an economic waste by adding unnecessarily to distribution costs. And by diverting funds from the advertising efforts of suppliers, it reduces productive expenditures in local and other media.

Most of the major advertising media are employed to a greater or lesser degree under cooperative advertising arrangements. Abuses are possible in connection with the use of all media. One of these abuses is that of double billing. Another is the signing of contracts with retailers by media based on an unrealistically low estimate of the total advertising likely to be used. In this case, a sizable rebate accrues to the retailer at the end of the contract period, which the retailer in many cases does not share with his cooperative advertising suppliers.

Cooperative arrangements are being subjected to abuses that violate sound principles of advertising and business ethics, and that result in losses in the long run to all parties concerned. The ANA, therefore, believes that all possible steps should be taken looking toward the correction of abuses.

The association urges its members to check more carefully their own obligations and those of their retailers under the terms of their respective cooperative advertising contracts. It also invites the cooperation of retailers, advertising media, and their associations in reviewing the problems created by violation of cooperative advertising agreements and in taking appropriate action.

Says 'Stop the Music' Violates Wisconsin Law

Wisconsin's Attorney General Thomas Fairchild ruled last week that half a dozen radio quiz programs, including ABC's "Stop the Music" and Radio Features' "Tello-Test," violate Wisconsin's anti-lottery laws. The opinion said the programs violate the lottery laws because the element of prize is present. Milwaukee Deputy District Attorney Joseph Tierney said that plans to prosecute radio stations have not been made, but "the ruling speaks for itself, and stations broadcasting programs that violate the law will have to stop."

CHOOSE THE SHADE OF HAND BEAUTY YOU WANT



HANDS-UP—Lady Esther Ltd., Chicago, is running 600- and 450-line ads like this through Nov. 19 in newspapers in 98 cities across the country to introduce Hands-Up, its new hand makeup cream. Ruthrauff & Ryan, Chicago, is the agency.

Transit Radio Names H-R Representatives for National Sales

CINCINNATI, Oct. 19—Transit Radio Inc. has announced that effective Nov. 1 H-R Representatives Inc. will handle national sales on behalf of Transit Radio, and will operate sales offices in New York, Chicago, Los Angeles, San Francisco and Atlanta. The present staff of Transit Radio salesmen will join the new company.

Frank E. Pellegrin, recently re-elected vice-president in charge of sales for Transit Radio, and Carlin French, western sales manager, are slated to become partners and officers in the expanded firm of H-R Representatives. They also will continue as stockholders and national sales directors for Transit Radio Inc.

Other principals in the new company include: Frank M. Headley, former president of Headley-Reed Inc.; Dwight S. Reed, Chicago, and Paul Weeks, New York. The H-R company will continue to service its regular list of AM and TV stations.

Increased sales of advertising, continued local progress and renewed interest on the part of transit companies has led to added business and an expanding list of markets, Transit Radio reported, and occasioned expansion of its national sales force.

'Sun-Times' Names Hassett National Ad Manager

Paul J. Hassett, since 1948 associate advertising manager of *Woman's Day*, New York, has been appointed national advertising manager of the *Chicago Sun-Times*, effective Oct. 30. He succeeds R. L. Binder, who will devote his time to the oil development business in partnership with J. B. Brown & Associates.



Paul J. Hassett

Mr. Hassett originally joined the old *Chicago Sun* in 1942, and became eastern advertising manager in 1945.

Ad Managers Reelect Baker

Frank S. Baker, vice-president and general manager of the *Herald-Statesman*, Yonkers, N. Y., has been reelected president of the Advertising Managers Bureau of New York state daily newspapers. Other officers, all reelected, are: Benjamin P. Sprague, *Port Chester Item*, and H. W. Stock, *Albany Knickerbocker News*, vice-presidents; and F. G. Wolff, *Amsterdam Evening Recorder*, secretary-treasurer.

Ideas, Not Things, Are What People Buy, Harper Tells Boston Conference

BOSTON, Oct. 17.—The function of advertising is simply to keep alive the competition of ideas developed by business in the minds of people, according to Marion Harper Jr., president of McCann-Erickson Inc., New York.

Addressing the 22nd annual Boston Conference on Distribution at the Statler Hotel here, Mr. Harper told his audience that all business, in the last analysis, is transacted in the human mind, and that it is ideas, not things, that people really buy.

There are certain considerations regarding advertising and its use and importance which are basically constant, he said. They are not affected by passing changes in internal balances between consumption and production capacities in the various product fields.

■ "The first of these has to do with the common concept of share of market, as a measure of the strength of a brand or company in its field of business," he said. "If it is true that ideas are primarily what people buy, then it also is true that 'share of mind' is a vital prerequisite to the chance to achieve share of market.

"The penetration and circulation of brand ideas into people's minds is a constant process," he continued, "and its successful accomplishment is actually a manufacturer's franchise for the chance to compete for actual sale. The development and maintenance of this share of mind is, quite obviously, a survival factor for business. It is also a job which ad-

vertising does."

■ If one accepts the proposition that ideas are what people buy, Mr. Harper continued, then he also accepts the proposition that what is called a market actually is a state of mind, and as such begins to become obsolete as soon as it begins to exist. It is standard business practice to begin providing for obsolescence of physical properties even when they are new, he added, and the same practice can be applied to advertising.

"It does not seem far-fetched to point out that advertising is just as vital a force in its field, which is the constant drive for rejuvenescence of your franchise in the public state of mind. This... is quite clearly a survival function so long as open competition of ideas is to be the pattern of American buying and selling."

Still another important function that advertising can perform, Mr. Harper concluded, is to help business merchandise its reputation. Just as successful manufacture and distribution of merchandise depends on proper use of mass communication media, so does a well-conceived plan to manufacture and distribute a company's reputation.

■ The television industry faces several problems, not the least of which are the controversy over color TV standards and the selling and servicing abuses of which a small but unprincipled element is guilty, John W. Craig, vice-pres-



HOW ABOUT THIS?—McGraw-Hill Publishing Co. recently gave a luncheon and advertiser's award of merit to Fuller & Smith & Ross to commemorate their nine-year association. Looking over an exhibit of McGraw-Hill's "inter-communication" advertising and some of the resultant correspondence are (left to right) Bob Allen, vice-president, F&S&R; Curtis W. McGraw, president, McGraw-Hill, and Allen Billingsley, president, F&S&R.

ident of Avco Mfg. Co. and general manager of its Crosley Division, told the conference.

Mr. Craig questioned the advisability of the FCC's decision favoring the CBS color system, stating that adoption of the CBS frame sequential system at this time would not be in the public interest.

In its reply to the FCC's request that all TV set manufacturers agree to manufacture sets capable of operating within specified brackets, Crosley, like most other manufacturers, replied that it would be physically impossible to comply with the request, Mr. Craig said. In addition, Crosley listed the following objections to the FCC's approval of CBS' color system:

- (1) It would render present sets obsolete, requiring either extensive changes or an expensive adapter.
- (2) Receivers for b&w reception only would cost at least \$25 more, making the customer pay a premium for no more service than before.
- (3) Other systems give promise of better color pictures than the ultimate expected from the CBS system.
- (4) Pictures produced by the CBS system are too small to satisfy public demand.
- (5) The importance of selecting proper basic standards should be

considered first, and no standards should be decided upon just because they are the best we know how to do at present.

On the question of TV set servicing, Mr. Craig pointed out that everyone who buys a set at retail is entitled to certain warranties and assurances.

■ "As a mushrooming business, however, television is having its share of operators who do one or all of three things," he said: "Fail to provide service for which the customer has contracted; overcharge; and employ service men who are not adequately trained."

The solution of this problem, he said, is not entirely up to the industry. Purchasers of new sets can help by making certain they are dealing with legitimate dealers. There are all too many complaints, he added, from persons who have dealt with fly-by-nighters who have no intention of meeting service obligations.

■ "To meet this problem," he said, "I would like to see the institution of a national committee on television sales and service. The objectives of this committee would be: (1) to establish a national code of ethics for the selling and servicing of receivers; (2) to make the public aware of this code so that consumers would know what to expect, and would have the opportunity to judge the point of purchase or service accordingly."

Such a committee, he added, should be comprised of members from trade organizations representing manufacturers, wholesalers, retailers, service companies

and the Assn. of Better Business Bureaus.

Commenting on some predictions that TV set production next year would drop to 3,000,000 sets—half the predicted 1950 total—Mr. Craig estimated that, based purely on the present situation, set production next year would again reach 6,000,000 receivers.

■ "If the present market area does not expand during 1951," he said, "the sale of 6,000,000 sets will leave this market 50% saturated. The only electrical household articles in a price class with television which will then have a greater saturation figure will be the mechanical refrigerator and the electric washer.

"It is not only possible, but almost certain, that television on a nationwide basis will, within the next five years, equal refrigeration's 80% saturation figure. This assumes, again, the availability of adequate materials and production facilities."

■ When a housewife sets out to make a purchase, she is influenced by more than product display, brand promotion or diversified inventory, according to Louis B. Lundborg, vice-president of Bank of America, San Francisco. She also is influenced by the factor of human relations.

"We are told," Mr. Lundborg told the conference, "that as modern merchandising methods have developed, the importance of sales personnel has diminished; and there is an implication that the importance of all personal relations has also diminished.

"It is my thesis that in spite of the trend toward robot merchandising, in spite of the diminishing importance of salespeople, we never will eliminate the importance of the human factor, either as it operates internally, through personnel relations and customer relations, or as it operates externally through community relations or in any of the channels of public relations.

■ "Good treatment of customers is a fairly obvious piece of good business, and may seem more like direct merchandising than public relations," he continued. "But those same employees of yours have daily contact with many other people who play a part in your good will: suppliers, competitors, delivery men, service men—these are all pipelines of good or bad conversation about you.

"Whether that conversation is good or bad will depend in part on the kind of treatment these people get when they are in contact with your store," he concluded.

KODAK

CHROMES



111 E. DELAWARE ST.

540 N. MICHIGAN AVE. 185 N. WABASH AVE. 410 N. MICHIGAN AVE.

It's Official!!

GARY second city
Metropolis
of Indiana
Industry
in Indiana
says U. S. Bureau of Census

Only one medium reaches this area with sales-producing impact:

THE GARY POST-TRIBUNE

Gary's only newspaper

more than twice the effective family coverage of all Chicago dailies combined in the Gary Trading Area. No other medium even approaches our circulation penetration in this market.

National Representatives: **BURKE, KUIPERS & MAHONEY** 712 FEDERAL ST., CHICAGO • WA bash 2-8816



DAY and NIGHT

ZINC

COPPER

Agency Service

September Sales of Chain Stores

Chain	September		% Gain or loss	9 months		% Gain or loss
	1950	1949		1950	1949	
Food Chains						
Grand Union	\$ 15,189,492	\$ 12,969,502	+17.1	\$ 91,298,520	\$ 78,887,079	+15.7
Kroger	14,311,736	12,501,369	+14.5	125,800,597	113,815,716	+10.5
Kroger Co.	63,820,753	58,672,868	+9.0	577,765,867	557,841,262	+4.0
National Tea	23,169,964	20,437,124	+13.4	209,007,376	185,855,398	+12.5
Safeway	82,648,786	81,645,419	+1.2	745,685,737	764,144,941	-2.4
Group Total	\$196,140,731	\$186,226,282	+5.3	\$1,749,558,097	\$1,700,544,396	+2.9
Mail Order						
Sears, Roebuck	\$244,008,186	\$209,651,897	+16.4	\$1,679,131,078	\$1,436,197,172	+16.9
Spiegel	11,508,576	12,738,185	-9.6	97,452,978	86,470,295	+12.7
Montgomery Ward	113,429,642	106,734,855	+6.3	769,242,533	728,875,156	+5.5
Group Total	\$368,946,404	\$329,124,937	+12.1	\$2,545,826,589	\$2,251,542,623	+13.1
Drug Chains						
Walgreen	\$ 3,972,326	\$ 3,686,271	+7.8	\$ 33,676,480	\$ 33,935,074	-0.8
Walgreen	13,719,243	13,117,826	+4.6	119,305,523	118,245,074	+0.9
Group Total	\$ 17,691,569	\$ 16,804,097	+5.3	\$ 152,982,003	\$ 152,180,078	+0.5
Variety and Miscellaneous						
Adam Hat Stores	\$ 1,413,750	\$ 1,389,847	+1.7	\$ 11,293,675	\$ 11,416,143	-1.1
Angerman Co. Inc.	797,761	766,274	+4.1	5,463,891	5,796,797	-5.7
Beck, A. S. Shoe	4,413,322	4,153,203	+6.3	29,679,806	28,954,645	+2.5
Best Stores	8,316,902	9,799,936	-15.1	51,126,035	58,805,076	-13.1
Butler Bros.	13,053,106	13,441,538	-2.9	87,928,230	92,904,683	-5.4
Consolidated Retail						
Stores	2,853,851	2,915,320	-2.1	20,521,241	22,629,505	-9.3
Diana Stores Corp.	1,638,119	1,426,733	+14.8	3,103,180	2,667,221	+16.3
Edison Bros.	6,983,680	6,491,353	+7.6	53,318,393	54,263,374	-1.7
Fishman, M. H.	914,857	825,025	+10.9	6,718,556	6,494,005	+3.5
Gamble-Skogen	12,545,005	10,442,541	+20.1	94,536,952	90,740,696	+4.2
Grant, W. T.	21,968,697	19,319,838	+13.7	159,071,735	151,851,840	+4.8
Graysen-Robinson						
Stores	7,940,743	6,352,245	+25.0	57,786,709	52,728,164	+9.6
Green, H. L.	8,201,612	7,870,516	+4.2	59,821,430	59,308,921	+0.8
Interstate Dept.						
Stores	5,704,096	5,161,982	+10.5	40,238,138	38,718,654	+3.9
Kimmy, G. R. Co.	3,445,000	3,052,000	+12.9	24,021,000	22,971,000	+4.6
Nelson Stores Corp.	24,735,584	22,811,040	+8.4	192,714,124	190,222,529	+1.3
Kress, S. H.	13,108,862	12,432,253	+5.4	105,639,245	108,420,303	-2.6
Linn Bryant, Inc.	4,276,526	4,052,552	+5.5	34,898,328	36,553,761	-4.5
Lerner	10,192,546	8,971,455	+13.6	77,164,850	77,233,941	-0.1
McCrary	7,565,486	7,148,196	+5.8	64,885,749	63,365,315	+2.4
McClellan Stores	4,781,555	4,282,192	+11.7	33,014,310	32,138,861	+2.7
Mehillie Shoe Corp.	7,502,053	7,835,841	-4.3	50,872,859	51,859,056	-1.9
Mercantile Stores, Inc.						
Stores	10,492,300	8,671,600	+21.0	75,096,000	68,382,500	+9.8
Murphy, G. C.	12,652,140	11,051,390	+14.5	98,544,475	94,290,308	+4.5
Nelson Bros.	4,780,669	4,618,830	+3.5	37,872,239	37,577,393	+0.7
Hewberry, J. J.	12,480,844	11,118,932	+12.2	93,653,631	88,445,054	+5.9
Penney, J. C.	86,007,794	76,083,683	+13.0	619,944,774	581,662,229	+6.6
Ross' S-10-25	1,823,329	1,432,974	+27.2	11,839,442	10,709,712	+10.5
Shoe Corp. of America	5,116,655	4,415,617	+15.8	29,253,489	26,847,173	+8.9
Sterchi Bros.						
Stores	1,532,039	1,082,908	+41.5	9,353,101	7,411,490	+26.3
Western Auto	14,253,000	11,874,000	+20.0	114,301,000	88,253,000	+29.5
White's Auto Stores	1,286,833	986,376	+40.4	10,992,905	7,837,958	+40.2
Woolworth, F. W.	50,370,495	46,502,639	+8.3	414,611,841	400,971,703	+3.4
Group Total	\$373,149,211	\$338,780,829	+10.1	\$2,779,281,333	\$2,672,433,010	+4.0
Combined Total	\$955,927,915	\$870,936,145	+9.8	\$7,227,648,022	\$6,776,700,107	+6.7

*Five weeks and 31 weeks. †Two month period. ‡Seven month period. §Five weeks and 39 weeks ending September 30. ¶Eight month period.

Westinghouse Ups McDonald

Robert J. McDonald has been named merchandise manager of the laundry equipment department of the electric appliance division, Westinghouse Electric Corp., Mansfield, O. Mr. McDonald was formerly with the company's eastern district office as department and builder sales representative.

Opens Portland Branch

Conaway & Klaner, magazine representative, has opened an office in Portland, Ore., in the Terminal Sales Bldg. Larry Conaway, partner in the company, has moved from Seattle to manage the new Portland office.

Two Appoint Shrager Agency

Chair-loc Co., Freeport, N. Y., manufacturer of rug dyes, and Plastic Fashions, Cleveland, manufacturer of household plastics, have appointed John Shrager Inc., New York, to handle their accounts.

Wolfe Appoints Andrassy

Sophia Andrassy, formerly fashion director of Dudley Logan Advertising Agency, Los Angeles, has been named advertising manager and publicity director of Lipman Wolfe & Co., Portland, Ore. She succeeds Rowena Aitken, who has resigned.

Sundeen Joins WCCC

Miss Jan Sundeen, former freelance publicist in Hartford, has been named publicity director of Station WCCC, Hartford.

Resigns Berman Account

Vick Knight Agency, Los Angeles, has resigned the account of Irving Berman House of Style.

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THE NATIONAL MAGAZINE
OF THE HOME FURNISHINGS INDUSTRY FOR 27 YEARS

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Write for copy of 29th Annual Market Data Report.

"Each Department Head is Notified of Articles in Hospital Management"



Says A. F. BRANTON, M.D., Administrator

THE BARONESS ERLANGER HOSPITAL, Chattanooga, Tenn.



Named for the American wife of an Austrian Baron who contributed to its foundation, The Barones Erlanger Hospital has served its community for 60 years. Last year the hospital had 19,744 bed patients, 3,260 babies, 20,975 outpatients, 18,741 emergency room patients, and 4,800 cancer clinic patients. The clinical laboratory made over 200,000 examinations, and the x-ray department took 48,000 pictures. Dr. Branton, Administrator, operated his own hospital for 25 years before moving to Chattanooga in 1945, and has served as President of the Minnesota Hospital Association, and as a Trustee of Kiwanis International.

A PROCEDURE THAT "PINPOINTS" YOUR PROSPECTS

The largest hospital circulation is fine—and we've got it. The greatest unit coverage is good—and we have that, too. You might compare this to "saturation bombing."

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By "directed readership" we mean the kind that Dr. Branton describes in his letter, above... Notification to the department heads that the new issue of HOSPITAL MANAGEMENT is at hand, and that it contains special material of interest to them which they should read.

In some hospitals, this particular procedure is followed. In others, the magazine is read and discussed at regular staff meetings. In others, it makes its way around with a routing slip. In yet others, one copy is circulated for reading, and a second for clipping. IN 88.56% OF ALL SUBSCRIBING HOSPITALS IT IS DIRECTED TO THE DEPARTMENT HEADS IN ONE WAY OR ANOTHER.

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Hospital Management

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Largest net paid ABC hospital circulation. Send for new surveys covering architects, food and equipment.



PREFERRED READING AMONG HOSPITAL EXECUTIVES

Haggarty's to Ross for TV

Ross, Gardner & White, Los Angeles, has been appointed by J. Haggarty's, Los Angeles women's specialty department store, to prepare a series of live TV spots using puppets to model new fashion creations. This series will start on KTTV, Los Angeles, as a one-minute spot. The agency will not handle any other media for Haggarty's.

Gilbert Paper to Nahser

Gilbert Paper Co., Menasha, Wis., has appointed Frank C. Nahser Inc., Chicago, as its agency, effective Jan. 1, 1951. Expanded consumer advertising, trade publication ads, plus direct selling helps are scheduled for the coming year.

Matelan Joins Mergenthaler

Jerry J. Matelan, formerly with Smith, Taylor & Jenkins, Pittsburgh agency, has joined the advertising and sales promotion department of Mergenthaler Linotype Co., Brooklyn, where he will be in charge of printing production.

Prints New Lettering Book

Pitman Publishing Corp., New York, has published the 16th in its series of practical drawing books, "Lettering," by Harry B. Wright. The book presents 60 plates in a variety of alphabets. The price is \$1.

Albert Frank Names Merritt

Albert Frank-Guenther Law Inc., New York, has named Stanley F. Merritt director of copy.

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McCall's

NOVEMBER 1950 25 Cents

Proof that McCall's gets results...

Read this amazing press-time tally of how one issue of McCall's is moving merchandise—and the final score still isn't in!

If you buy advertising for traceable, provable results, you'll find plenty to ponder in *every issue* of McCall's. Here, for example, is the actual score on what was accomplished to date by McCall's in September:

2,000,000 PATTERNS, requiring more than \$7,000,000 worth of materials, were sold by McCall's through 8,500 retail stores. This included 4 "Budget Dresses," the "Jiffy Jersey" and the "Cover Hat," all promoted in the fashion pages of the September issue—*proof that McCall's sells merchandise!*

122,000 COUPONS FOR "MY LIVING ROOM" CONTEST have been received to date. Coupons are still pouring in at the rate of over 1,000 a day. With 53 days to go this editorial feature is breaking all records for reader participation—*proof of McCall's pulling power in the Home Furnishing Field!*

SELL-OUTS IN BIRDWING FASHIONS were reported by retailers as a result of fashions featured in September McCall's. Coats, suits and dresses moved off the floor in 55 major cities often before local promotions started—*proof that McCall's has department store impact!*

4,163 SUPER MARKETS AND FOOD STORES featured 52 different products of McCall's advertisers as a result of September Super Market Institute Promotions—*proof that McCall's is the No. 1 selling force at the retail food level.*

200,000 TEACHERS, PARENTS AND STUDENTS in 710 schools, 20 women's colleges and 20 home economics teachers' conventions attended fashion shows featuring garments from the pages of September McCall's. In addition, 22,500 home economics teachers and other community leaders used the September McCall's Home Service Bulletin in their work.

Results like these from McCall's promotions are regular monthly occurrences. Ask your McCall's representative to provide you with further facts and figures proving why, issue after issue:

*McCall's Gives Advertisers
More for their Money*

